

**Town of Blowing Rock
Tourism Development Authority
March 21, 2023**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, March 21, 2023 beginning at 3:30 p.m. Present were Chairman Dean Bullis, Vice-Chair Kevin Walker, Members Greg Tarbutton, Pete Gherini, Zika Rea and Via Zoom Tim Gupton. Others present were Ex-officio Members Nicole Norman and Shane Fox, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell, and Town Clerk Hilari Hubner, who recorded the minutes.

CALL TO ORDER

Chairman Bullis called the meeting to order at 3:30 p.m.

APPROVAL OF MINUTES

Member Gherini made a motion to approve the December 6, 2022, retreat meeting minutes as written, seconded by Member Tarbutton. Unanimously approved.

NEW BUSINESS

- **Oath of Office**

Town Clerk Hilari Hubner administered the Oath of Office to newly appointed Member Zika Rea.

- **Appointment of Vice Chairman**

Incumbent Vice-Chair Walker nominated Member Tarbutton, seconded by Member Gherini. Unanimously approved.

- **2023 Meeting Schedule**

Members reviewed the 2023 meeting calendar dates and times; all agreed the dates worked.

- **TDA/Town Council Joint Meeting Timing Discussion**

Executive Director Tracy Brown explained he meets annually with Council at their Winter Retreat, and after discussions with Town staff the agreement is that time be the designated as the TDA/Council joint meeting.

REGULAR AGENDA

- **Financial Report – Occupancy Tax Proceeds Update**

Ex-Officio Member Nicole Norman stated occupancy tax collections for January were down \$8,991 or 8.21% compared to the last January (2022) and fiscal year to date collections were down 3.59% or \$43,870 compared to the previous fiscal year. Ms. Norman also reviewed expenditures and stated projections are staying in line.

- **Budget Amendment**

The Board reviewed the Budget Amendment of \$6,000 to reallocate contingency funds in the direct tourism promotion section of the budget to the administration portion within the line item

of employee development and travel towards additional employee development costs associated with new staff members. Member Tarbutton made a motion to approve the budget amendment as presented, seconded by Member Rea. Unanimously approved. **Budget Amendment – Attachment A**

- **Operations Report**

Executive Director Tracy Brown reviewed the third quarter operations report via PowerPoint. **Second Quarter Update– Attachment B**

- **Marketing Support Request from High Country Jazz Festival**

Director Brown advised he had received a donation request from the High County Jazz Festival for \$5,000 to be used toward marketing support of the event. Vice-Chair Tarbutton stated he would abstain from the vote as one of the events will be held at Chetola. Members discussed how the funding could help with the tourism element of the event. Member Rea made a motion to approve the request for \$5,000, seconded by Member Gherini. Member Walker was against the motion. The motion was approved.

- **FY 2023-2024 Budget Direction Discussion**

Upcoming budget for FY '23-24 was briefly discussed, the board set a Budget Workshop to be held on May 2, 2022 at 3:30 p.m.

Other

None

EXCUTIVE SESSION

None

ADJOURNMENT

There being no further business to discuss, Member Tarbutton made a motion to adjourn the meeting at 5:05 p.m., seconded by Member Gherini. Unanimously approved.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

Budget Amendment – Attachment A

Second Quarter Update – Attachment B