

**Draft**  
**Town of Blowing Rock**  
**Tourism Development Authority**  
**June 6, 2023**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, June 6, 2023 beginning at 3:30 p.m. Present were Chairman Dean Bullis, Vice-Chair Greg Tarbutton, Members Kevin Walker, Pete Gherini and Zika Rea. Others present were Ex-officio Members Nicole Norman and Kevin Rothrock, 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 March 21, 2023, regular meeting minutes as written, seconded by Member Walker. Unanimously approved. Member Gherini made a motion to approve the April 20, 2023, special meeting – Way Finding minutes as written, seconded by Vice-Chair Tarbutton. Unanimously approved. Vice-Chair Tarbutton made a motion to approve the May 2, 2023, Budget Work Session minutes as written, seconded by Member Walker. Unanimously approved. Member Rea made a motion to approve the May 23, 2023, Budget Public Hearing/Director Performance – open and closed session minutes as written, seconded by Member Walker. Unanimously approved.

**NEW BUSINESS**

• **FY 2023-2024 Budget Adoption**

Ex-Officio Member Nicole Norman advised the proposed budget would have one change due to the salary changes from the last meeting. Ms. Norman stated the funds would be moved from the contingency line to cover that gap. Vice-Chair Tarbutton made a motion to approve the FY 2023-2024 Budget as presented, seconded by Member Walker. Unanimously approved.

**REGULAR AGENDA**

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

Ms. Norman stated occupancy tax collections fiscal year to date collections were down 5.81% compared to the previous fiscal year. Ms. Norman also reviewed expenditures and stated projections are staying in line.

• **Operations Report**

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

• **Denim Ball Sponsorship Request**

Director Brown received a request from the Blue Ridge Parkway Foundation for sponsorship of the Denim Ball. He advised the TDA had sponsored this event in the past and it's good from a

PR perspective. Mr. Brown further explained the funds are available and he felt it would be a really good move for the TDA to sponsor this event. Member Gherini ask Director Brown if in light of the predicted “down-turn” in tourism, if he thought people would wonder why the TDA is spending money on something like this. Mr. Brown explained the relationship with the Parkway and Cone Manor alone makes this a great PR move. He further explained these are the types of things the TDA should support. Members discussed further. Vice-Chair Tarbutton made a motion to donate \$25,000 to sponsor the Denim Ball, seconded by Member Walker. Member Gherini was against the motion. The motion was approved. Director Brown asked Ms. Norman to get a fund balance amount sent out to the board to help Member Gherini be comfortable with the decision.

**Other**  
None

**EXCUTIVE SESSION**  
None

**ADJOURNMENT**  
There being no further business to discuss, Member Gherini made a motion to adjourn the meeting at 4:30 p.m., seconded by Member Rea. Unanimously approved.

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**TDA Chairman, Dean Bullis**

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**Town Clerk, Hilari Hubner**

**Attachments**  
**Budget Amendment Ordinance for FY 23-24 Budget Adoption – Attachment A**  
**Third Quarter Update – Attachment B**