

**TOWN OF BLOWING ROCK
TOURISM DEVELOPMENT AUTHORITY
ANNUAL RETREAT – December 5, 2023**

The Tourism Development Authority (TDA) held their annual retreat on Tuesday, December 5, 2023, beginning at 9:00 a.m. The retreat was held at Town Hall located at 1036 Main Street Blowing Rock. Present were Chairman Dean Bullis, Vice-Chair Greg Tarbutton, Members Kevin Walker, Zika Rea and Pete Gherini. Others present were TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell, Ex-Offico Members Tasha Brown, Ex-Offico Member Kevin Rothrock and Town Clerk Hilari Hubner, who recorded the minutes.

CALL TO ORDER

Chairman Bullis called the meeting to order at 9:00 a.m.

APPROVAL OF MINUTES

Member Rea made a motion to approve the September 5, 2023, regular meeting minutes as written, seconded by Vice-Chair Tarbutton. Unanimously approved.

FINANCIAL STATEMENT/BUDGET REVIEW

• **FY 2020-2021 Audit Report**

Jason Carpenter from Combs, Tennant and Carpenter reviewed the fiscal year 22-23 audit with the Board and asked for questions. With no questions Mr. Carpenter thanked the TDA Board for allowing Combs, Tennant and Carpenter to serve as their audit firm for fiscal year 22-23. Member Rea made a motion to accept the audit, seconded by Vice-Chair Tarbutton. Unanimously approved. **FY 22-23 Audit – Attachment A**

• **FY 2023-2024 Audit Contract**

The Board briefly discussed the audit contract. Vice-Chair Tarbutton made a motion to accept the FY 22-23 audit contract from Combs, Tennant and Carpenter, seconded by Member Rea. Unanimously approved. **FY 23-24 Audit Contract - Attachment B**

• **Town Projects Update**

Interim Town Manager Kevin Rothrock gave an update on Town projects; the North Main Street sidewalk, Memorial Park improvements – split into two phases, upcoming water/sewer project – closure of Main Street near Chetola – for line replacement and USDA loan for water/sewer upgrades. Interim Manager Rothrock requested assistance from the board with funding phase two of the Memorial Park project. No decision was made, was for informational purposes to prepare for the upcoming budget.

• **Parking Update**

Interim Town Manger Rothrock briefly discussed some parking options the Town is currently exploring. Town Council will discuss at the Winter Retreat.

• **Rebranding Discussion**

Executive Director Tracy Brown stated the TDA has not done a rebranding since 2004 and he would like to build a rebranding into the 2024-2025 budget.

- **Strategic Plan**

Mr. Brown provided a copy of the Strategic Plan for the Members to review. With no questions or changes, Vice-Chair Tarbutton made a motion to accept the Strategic Plan as presented, seconded by Member Walker. Unanimously approved.

- **Board Make-Up and Vacancies Discussion**

The Board make up and possibility of making changes to the requirements for members willing to serve on the board was briefly discussed. Allowing a lodging owner to appoint a designated employee to be on the board rather than the owner was a suggested option for Council to discuss further.

- **Update from Charles Hardin – Chamber of Commerce**

Executive Director Charles Hardin reviewed the Chamber sponsored events, including Winterfest, Art and the Park and Symphony. Mr. Hardin further reviewed some of the Chamber's Projects both past and current. **Chamber Update – Attachment C**

- **Occupancy Tax Collections & Financial Statement Review**

Ex-officio Member Tasha Brown reviewed occupancy tax collections and expenditures to date with the Board.

- **Operations Update and Annual Report**

Executive Director Tracy Brown reviewed the first quarter operations report and annual report via PowerPoint. Member Rea made a motion to approve the annual report, seconded by Vice-Chair Tarbutton. Unanimously approved. **Attachment – D-1 and D-2**

Other

None

EXCUTIVE SESSION

None

ADJOURNMENT

There being no further business to discuss Vice-Chair Tarbutton made a motion to adjourn the meeting at 12:45 p.m., seconded by Member Walker. Unanimously approved.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

FY 22-23 Audit – Attachment A
FY 23-24 Audit Contract - Attachment B
Chamber Update - Attachment C
Operations Update 1st Quarter – Attachment D - 1
Annual Report – Attachment D - 2