

**Town of Blowing Rock
Tourism Development Authority
March 5, 2024**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, March 5, 2024 beginning at 3:30 p.m. Present were Vice-Chair Kevin Walker, Members Pete Gherini and Zika Rea. Chairman Dean Bullis and Member Greg Tarbutton were unable to attend the meeting. Others present were Ex-officio Members Tasha Brown and Kevin Rothrock, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell, and Town Clerk Hilari Hubner, who recorded the minutes.

CALL TO ORDER

Vice-Chair Kevin Walker called the meeting to order at 3:30 p.m.

APPROVAL OF MINUTES

Member Rea made a motion to approve the December 5, 2023, retreat meeting minutes as written, seconded by Member Gherini. Unanimously approved.

QUARTERLY REPORTS

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

Ex-Officio Member Tasha Brown stated occupancy tax collections for January were up 13% compared to the last January (2023) and fiscal year to date collections were 81% of the budget amount. Ms. Brown also reviewed expenditures.

• **Operations Report**

Executive Director Tracy Brown reviewed the second quarter operations report via PowerPoint.
Second Quarter Update– Attachment A

REGULAR AGENDA

• **Wayfinding Signage**

Ex-Officio Member Kevin Rothrock stated he is working on the final documents and the total package is around \$390,000. He further stated the work was good quality and will be built into the upcoming budget with an estimated completion date of the spring of 2025.

• **Update on 2/3 & 1/3 Budget Allocations**

Director Brown advised a meeting had been held back in February in Marion, NC. Twenty (20) counties were in favor. Not all counties are fully on board, so it may take a few years to see any action. May have to hire someone to lobby for the different Town's looking to make the change to a 50/50 equation.

• **Budget Planning**

Upcoming budget for FY '24-25 was briefly discussed, the board set a Budget Workshop to be held on May 7, 2024 at 3:30 p.m.

- **Fund Balance Review**

Ms. Brown stated fund balance totals were \$2,170,087, \$183,000 is restricted and \$1,987,087 non-restricted.

Other

Mr. Brown wanted to put in the record the TDA will cover the cost of Member Walker and Member Rea's hotel rooms for the Chamber Road Trip.

EXECUTIVE SESSION

None

ADJOURNMENT

There being no further business to discuss, Member Rea made a motion to adjourn the meeting at 4:50 p.m., seconded by Member Gherini. Unanimously approved.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

Second Quarter Update – Attachment A