

Town of Blowing Rock

**Tourism Development Authority**

**Minutes – June 27, 2008**

**The Town of Blowing Rock Tourism Development Authority met on Friday, June 27, 2008 at 8:30 a.m. in a special meeting at Town Hall. Present were Chairperson Berne Keele, Authority members Kent Tarbutton, Lynn Drury, Phil Pickett and Keith Tester, and Ex-officio members Scott Hildebran and Nicole Norman. Executive Director Tracy Brown was also present.**

*Call to Order*

Chairperson Keele called the meeting to order and welcomed the Authority members. He stated the purpose of the meeting was to discuss a FY 2007-08 year-end budget adjustment.

**Budget Amendment**

Ex-officio Member Norman then reviewed year to date revenues and expenditures and current FY 2007-08 TDA financial statement. She advised that occupancy tax revenue is expected to exceed projections by approximately \$30,000 during this FY. Ms. Norman distributed a proposed budget amendment recognizing the unbudgeted revenue for Authority consideration (**Attachment #1**). She also advised that under the amendment the Town would received an additional \$10,000 (1/3 occupancy tax proceeds) and \$14,000 in unallocated interest monies to be designated for Parking.

Upon motion of Member Pickett and second by Member Drury, the Authority approved the budget amendment as presented. Motion unanimously approved.

**Other**

Member Pickett expressed some apprehension that the Blowing Rock Chamber of Commerce was conducting a downtown merchant survey in close proximity to the upcoming Retail Study, which may create some confusion for merchants. Member Tester stated that based on his review of the survey he believed the questionnaire would have little effect on the Retail Study.

The Authority briefly discussed the TDA lease agreement with the Chamber of Commerce and their concern about the termination clauses.

The TDA Board then discussed that a new High County Host Executive Director had been hired and the possibility of increased joint marketing efforts. All agreed that cooperative marketing efforts should be pursued. The Authority also discussed event coordination. Executive Director Brown shared his concern about overall staffing demands associated with event coordination and the impact that might have on budgeting. The Authority agreed to delay any event coordination until the High Country Host discussions are concluded and the upcoming Retail Study is completed.

Member Pickett shared that Alpine Acres Motel has been participating in the local lodging group and that the owners wished they were in the Blowing Rock TDA boundary.

### **Health Insurance**

Finance Officer Nicole Norman requested Authority approval of TDA Health Insurance with Blue Cross/Blue Shield during the FY 2008-09 Fiscal Year.

Upon motion of Member Tester and second by Vice-Chair Pickett, the Authority approved the insurance contract as presented. Motion unanimously approved.

Member Drury departed the meeting at 9:30 a.m.

The Authority briefly discussed resort and tourism communities and the issues surrounding both concepts.

### **Adjournment**

Upon motion of Member Pickett and second by Member Tester, the Authority adjourned the meeting at 10:00 a.m. Motion unanimously approved.

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Bernard Keele, Chairperson

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Scott E. Hildebran, Secretary

## **Attachment**

**#1 – FY 2007-08 Budget Amendment**