

**Town of Blowing Rock  
Tourism Development Authority  
Minutes – July 7, 2009**

The Town of Blowing Rock Tourism Development Authority met on Tuesday, July 7, 2009 at 3:35 p.m. in a regular meeting held at Town Hall. Present were Chairperson Kent Tarbutton, Vice-Chair Lynn Drury, Authority members Dean Bullis and Phil Pickett, Ex-officio members Nicole Norman and Scott Hildebran.

Authority member Rob Dyer and Executive Director Tracy Brown were absent due to other commitments.

**Call to Order**

Chairperson Kent Tarbutton called the meeting to order and welcomed those in attendance.

**Approval of Minutes – June 2 & June 30, 2009**

Chairperson Tarbutton entertained the approval of the June 2 & June 30, 2009 meeting minutes. Motion by Vice-Chair Drury and seconded by Member Pickett to approve the June 2 & June 30, 2009 meeting minutes as presented. Unanimously approved.

**Financial Report**

Chairperson Tarbutton stated there had been no change in the monthly financial statement since the June 30<sup>th</sup> Special Meeting. Ex-officio Member Norman advised that the FY 2009-10 was included for information only as no activity had occurred as of this date.

**Operations Activity Report**

Chairperson Tarbutton reminded the Authority that the Executive Director Operations Activity Report was included in their packet for information purposes. (**Attachment #1**) With no comment, he then proceeded to the next agenda item.

**Downtown Retail Strategy - Update**

Chairperson Tarbutton and Vice-Chair Drury stated that the Downtown Retail Strategy Steering Committee met in June and discussed the following items:

- Received additional information on the possibility of a Downtown Historical Designation District (both the National Registry and Local District).
- Heard a presentation from Glidewell's Restaurant requesting support for extending outdoor dining from 10:00 p.m. to 11:00 p.m. Mr. Hildebran advised that the Planning Board will begin discussion of this issue at their July meeting.
- The Committee encouraged the Blowing Rock Chamber of Commerce to work with merchants to extend retail hours over the Independence Day weekend – with various street performers retained on Friday July 3rd.

### **Master Signage Plan**

Ex-officio Member Hildebran reported that the directional signs for Sunset Drive and Morris Street had arrived, with a Sunset Drive sign being erected prior to the meeting. He also stated that an information kiosk for the American Legion parking Structure should be delivered in the next two weeks for installation.

The Authority briefly commented on the implementation of 3-hour parking along Main Street and Sunset Drive. Mr. Hildebran responded that the Planning Board would be considering the change from 2-hour to 3-hour parking at their July meeting.

He informed the Authority that the Town of Chapel Hill was utilizing courtesy parking tickets downtown for the first offense as a way to positively encourage individuals to comply with parking regulations – which he reminded the Authority was included in the recently adopted Downtown Retail Strategy.

### **Other**

Chairperson Tarbutton informed the Authority that Scott Seaman, of the Victorian Inn, had provided several recommendations regarding the TDA website. He stated that the comments were forwarded to Executive Director Brown and TDA Marketing/Website Consultant Heidi Lusk for review and that some of the recommendations may be incorporated into the website.

The Authority briefly discussed the tourism traffic over the Independence Day weekend, with most seeing some improvement.

### **Adjournment**

With no further business, motion by Member Pickett and seconded by Member Bullis to adjourn the meeting. Motion unanimously approved. Chairperson Tarbutton adjourned the meeting at 3:55 p.m.

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Kent Tarbutton, Chairperson

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Scott E. Hildebran, Secretary

### **Attachments**

**#1 - Operations Report**