

**Town of Blowing Rock
Tourism Development Authority
Minutes – June 4, 2013**

The Town of Blowing Rock Tourism Development Authority met on Tuesday, June 4, 2013 at 3:30 p.m. at Town Hall. Present were Chairperson Kent Tarbutton, Authority members Dean Bullis, Doug Matheson and Lianne Mattar, Ex-officio members Nicole Norman and Scott Hildebran, and Executive Director Tracy Brown.

Vice-Chair Rob Dyer was absent.

Call to Order

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

Approval of Minutes – May 7 & 29, 2013

Chairperson Tarbutton entertained the approval of the May 7 & 29, 2013 meeting minutes. Motion by Member Matheson and seconded by Member Bullis to approve the May 7 & 29, 2013 meeting minutes as presented. Unanimously approved.

FY 2013-14 TDA Budget – Public Hearing

Chairperson Tarbutton stated that the TDA would now open the public hearing on the proposed FY 2013-2014 Budget, which totals \$695,390. This proposed budget is up slightly from the approved FY 2012-13 Budget of \$687,480.

He stated the proposed budget was originally presented at the May 7th TDA meeting, and discussed at the May 29th work session in detail. He advised that the Event Coordinator Partnership with the Blowing Rock Chamber of Commerce was funded at \$14,000, subject to the stipulations outlined in the work session.

At this time, Chair Tarbutton requested public comment. Upon receiving no comments, Chair Tarbutton closed the public hearing.

After a brief discussion, motion by Member Bullis, and seconded by Member Mattar to approve the FY 2013-14 Budget as presented. Unanimously approved. (Attachment #1)

Chamber of Commerce President John Aldridge thanked the TDA for their funding and support of the event coordinator partnership. Chair Tarbutton reviewed the conditions of the funding:

- Authority to review funding on a year to year basis.
- Request that demographic data (zip code survey) be obtained for events.
- Stress quality over quantity (Polish feel/look)
- Theme events to the area and our heritage
- Entertain thoughts/suggestions of our consultants

Mr. Aldridge agreed to the conditions and stated a large number of attendees at events was not as important and those attendees that spend money at retail, restaurants and lodging during events.

Chair Tarbutton requested Executive Director Brown provide a written letter outlining the aforementioned conditions to the Chamber. Mr. Brown responded that he would do same.

Financial Report

Ex-Officio Member Norman briefly reviewed the monthly financial statement and the FY 2012-13 Occupancy Tax collections fiscal year-to-date through April 2013. She stated that the numbers were similar to the report received last week at their work session.

She noted the need for a budget amendment to recognize revenues/expenses from a web domain project with the Chamber of Commerce regarding Winterfest, a *Southern Living* Ad co-op, as well as year-end adjustments to closeout the budget year. Ms. Norman distributed a budget amendment for Board consideration. The amendment reallocates an \$7,500 to Administration to cover Employee Development/Travel and Salary audit entries and recognizes revenue of \$2,865 from the web domain and co-op reimbursements. (**Attachment #1**)

TDA Executive Director Brown advised that based on current stock of brochure collateral that expenses would be deferred to next fiscal year allowing the re-appropriation of funds.

After a brief discussion, motion of Member Matheson and second by Member Bullis, the Authority approved the budget amendment as presented. Motion unanimously approved.

Operations Activity Report

Executive Director Brown stated that he had nothing new to report since the work session of last week.

He did state that the Shriners Ceremonial was great this past weekend, as hotels and restaurants were busy. The Authority briefly discussed the possibility of further promoting the Shriners parade to make area residents and guest aware of the free entertainment.

Chairperson Tarbutton stated the Shriners advised they felt “very welcome in Blowing Rock” and plan to return in 2014. He also stated that there is a possibility that they might have their ceremonial in Maggie Valley in 2015, but the TDA would try to encourage the Oasis Shrine to maintain their ceremonial in Blowing Rock for future years.

Mr. Hildebran informed the TDA that Chair Tarbutton was inducted as a Shriner during the ceremonial as well.

High Country Host

Chair Tarbutton updated the Authority on the activities of the High County Host. He announced that the Host was working on a promotion with area realtors (Multiple Listing Service) and a marketing plan with area restaurants.

Downtown Retail Strategy - Update

Chair Tarbutton stated there was nothing new to report since the work session of last week.

Adjournment

With no further business, Chairperson Tarbutton adjourned the meeting at 4:05 p.m.

Kent Tarbutton, Chairperson

Scott E. Hildebran, Secretary

Attachments

#1 - FY 2013-14 TDA Budget

#2 – Budget Amendment