

**MINUTES**  
**Town of Blowing Rock**  
**Tourism Development Authority**  
**July 21, 2015**

The Town of Blowing Rock Tourism Development Authority (TDA) met on Tuesday, July 21, 2015 at 3:30 p.m. at Town Hall located at 1036 Main Street Blowing Rock N.C. Present were Chairperson Kent Tarbutton, Authority Members Rob Dyer, Dean Bullis, and Lianne Mattar. Authority Member Doug Matheson was unable to attend. Others present were Ex-officio Members Scott Fogleman and Nicole Norman, TDA Executive Director Tracy Brown and Town Clerk Sharon Greene.

**CALL TO ORDER**

Chairperson Tarbutton called the meeting to order at 3:45 p.m.

**APPROVAL OF MINUTES**

A motion to approve the minutes as written for the June 2, 2015 meeting was made by Member Dyer, seconded by Member Mattar. Unanimously approved.

**MONTHLY REPORTS**

**1. Financial Report – Occupancy Tax Proceeds**

Finance Officer Norman advised that occupancy tax collections were approximately 8% higher for the month of May compared to the last year. She stated audit entries for the month of June had not been completed; however, all budget lines were within the projected budget totals for the year.

**2. Operations Report – Executive Director**

A power-point presentation was given by TDA Director Tracy Brown. He advised a survey had been sent to downtown merchants and 60.46% had responded that their business was improving or was at record levels.

Mr. Brown continued to say that Visitor Center traffic had increased by 11%, website visits by 24%, and phone calls by 10%; however, Visitor guide distribution had decreased by 24%. He commented that there had been approximately 20 weather related days for the past quarter. According to Mr. Brown the comparisons were from April-June of 2014 and 2015.

Mr. Brown stated his office strived to keep their website relevant. He also relayed that marketing efforts continued with billboards in the Charlotte and Greensboro area advertising events such as Art in the Park, the Blowing Rock Charity Horse Show, etc. Mr. Brown talked about other marketing efforts such as ads that had appeared in NC Travel Magazine, Summertime Magazine, etc. as well as digital and television marketing.

Mr. Brown then advised everyone of the upcoming events such as the Blowing Rock Charity Horse Show that was currently going on until August 2<sup>nd</sup>, The Blowing Rock Music Festival, etc. Chairperson Tarbutton thanked Mr. Brown for his presentation. **FY 2015/2015 First Quarter Power Point Presentation – Attachment A**

**3. OTHER**

Town Manager Fogleman advised the TDA of Council’s decision to change the 2015 Christmas Parade and the 2016 Independence Day Parade time to 11:00 a.m. from 2:00 p.m. to help with complaints that had been received from merchants regarding the disruption of their business on parade days.

Member Bullis commented that he thought that would work out better for everyone.

Mr. Fogleman talked about plans to enhance the appearance of the median located near the Parkway Bridge on the north side of Blowing Rock. He commented that there were plans to install a Gateway “Welcome to Blowing Rock” sign in that location. He also relayed that a similar sign might be installed near the Parkway entrance on Hwy 221.

Mr. Fogleman also thanked Mr. Bullis for his help with making the downtown webcam operable once again.

**ADJOURNMENT**

There being no further business to discuss, the meeting was adjourned at 4:30 p.m.

**TDA CHAIR** \_\_\_\_\_  
**Kent Tarbutton**

**ATTEST** \_\_\_\_\_  
**Sharon Greene, Town Clerk**

**ATTACHMENTS** (July 22, 2015)  
Power Point Presentation – Attachment **A**