

**DRAFT**  
**TOWN OF BLOWING ROCK**  
**TOURISM DEVELOPMENT AUTHORITY**  
**BUDGET WORK SESSION – MAY 2, 2016**

The Tourism Development Authority (TDA) held their annual budget work session on Monday, May 2, 2016 beginning at 3:30 p.m. The work session was held at Town Hall located at 1036 Main Street, Blowing Rock. Present were Chairman Dean Bullis, Members Rob Dyer, Doug Matheson and Lianne Mattar. Member Lorry Mulhern was unable to attend. Ex-officio members Scott Fogleman and Nicole Norman, TDA Director Tracy Brown, Town Clerk Sharon Greene and Hilari Hubner were also present.

**CALL TO ORDER**

Chairman Bullis called the meeting to order at 3:35 p.m.

**TDA PROPOSED FY 2016-2017 BUDGET**

TDA Director Brown began reviewing several line items of the proposed FY 2016-17 Budget with the Board.

Ex-Officio Member Norman explained that occupancy tax collections for the past year had increased by 11.68% compared to the previous year. She then reviewed personnel line items, stating the proposed budget included a 2% cost of living increase for employees and a 1% increase in employee 401-K contributions to 5% for full time employees.

One part-time position remained funded in the recommended budget for front desk support. Mr. Brown stated the TDA hoped to hire someone to work at the Chamber of Commerce building on Saturdays and possibly Sundays during peak times.

Mr. Brown then advised the plan was to designate more funding toward media advertising than had previously been budgeted.

Mr. Brown stated that funds were designated for the purchase of an electronic kiosk to be placed in the vicinity of the Martin House. He further explained the kiosk would be connected to the Town's Wi-Fi and visitors would be able to view pertinent Town information using their phones.

Several members had questions regarding the maintenance of the electronic kiosk. Mr. Brown explained that his office would update the information and contact for maintenance on the kiosk unit. Mr. Brown commented the Town planned to purchase a second kiosk from occupancy tax funds designated towards infrastructure, which would be placed in the vicinity of the American Legion parking deck. Member Matheson commented he felt the kiosks should be placed further away from each other. Mr. Brown explained his goal would be to ultimately have a total of four of the electronic kiosks.

Chamber events were briefly discussed. Mr. Brown advised that the TDA would be creating a marketing survey to collect data regarding events.

Mr. Brown also mentioned plans to purchase one electronic parking counter to be placed at the American Legion parking deck to let people know when the deck is full. Member Matheson commented that an electronic counter would be useful at the BRAHM parking deck also stating it would be nice if the electronic counters could correspond with one another to let people know where other parking was available, etc.

Town Manager Scott Fogleman then reviewed the remaining infrastructure line items stating the proposed TDA budget had funds designated to extend Wi-Fi along Main Street from 221 to Edgewood Cottage, support the Town Gateway Plan and the Middle Fork Greenway. He also informed the Board that the Town and affected property owners were working together regarding the gateway signage at the corner of Sunset Drive and Valley Boulevard.

Board Members then discussed the amount of funds that were to be maintained in Fund Balance. Finance Officer Norman advised that a minimum of 8% was required by the Local Government Commission, and the Authority currently had \$202,398 or approximately 24% in unassigned Fund Balance.

Member Dyer also mentioned that he had checked on the feasibility of purchasing golf carts in order to offer transportation to visitors as discussed in prior meetings; however, insurance was still an issue.

Members also inquired about the planned sidewalk to Bass Lake. Town Manager Fogleman gave further detail of the required process and stated they hoped to break ground in the spring of 2017 and be finished with the project in the fall of the same year.

With no further comments regarding the proposed budget, Town Manager Fogleman stated a public hearing would be needed before adopting the budget which could be accomplished at their next regularly scheduled meeting to be held on Tuesday, June 7, 2016 at 3:30 p.m.

Mr. Brown also commented the draft media schedule should be ready by that time as well and would be distributed.

### **ADJOURNMENT**

Member Matheson made a motion to adjourn the meeting at 4:50 p.m. seconded by Member Dyer. Unanimously approved.

**CHAIRMAN** \_\_\_\_\_  
**Dean Bullis**

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

