

DRAFT
MINUTES
Town of Blowing Rock
Tourism Development Authority
June 7, 2016

The Town of Blowing Rock Tourism Development Authority (TDA) met on Tuesday, June 7, 2016 at 3:30 p.m. at Town Hall located at 1036 Main Street Blowing Rock N.C. In attendance were Vice-Chair Rob Dyer, Authority Members Doug Matheson, Lianne Mattar and Lorry Mulhern. Others present were Ex-officio Members Scott Fogleman and Nicole Norman, TDA Executive Director Tracy Brown, and Interim Town Clerk Hilari Hubner.

CALL TO ORDER

The meeting was called to order at 3:35 p.m.

APPROVAL OF MINUTES

A motion to approve the minutes as written for the April 3 and May 2, 2016 meetings was made by Member Matheson, seconded by Member Mulhern. Unanimously approved.

PUBLIC HEARINGS

1. FY 2016-2017 TDA Recommended Budget

A public hearing was opened by Vice-Chair Dyer to receive comments regarding the FY 2016-2017 Recommended Budget originally presented to the Board for discussion during their May meeting. Ex-officio Member Nicole Norman stated the only change in the proposed budget was the salaries line. The change was intended to reflect a 2% increase, but was miscalculating at 3% and this is now corrected, that change resulted in an increase in the advertising allocation and a decrease in the full time salaries line.

Member Matheson made a motion to approve the change, seconded by Member Mulhern.

Vice-Chair Dyer asked if anyone had questions or comments about the fiscal year 2016-2017 Recommended Budget.

John Aldridge asked from the audience what the key driving factors were in the 16.94% increase in advertising funds. Executive Director Tracy Brown advised savings in rent due to relocating from the Blowing Rock Art and History Museum to the Blowing Rock Chamber building allowed funds to be moved into the advertising line paired with increasing occupancy tax revenues. Betsy Wilcox asked what market area the advertising is being done in. Mr. Brown advised the three main market areas are

Charlotte, Raleigh, and the Piedmont Triad. Mr. Brown also offered to give Ms. Wilcox a copy of the annual report.

With no further comments or questions, Member Matheson made a motion to close the public hearing, seconded by Member Mulhern. Unanimously approved.

Member Mulhern made a motion to approve the FY 2016-2017 Recommended Budget totaling \$930,657 as presented, seconded by Member Mattar. Unanimously approved.
FY 2016-2017 Recommended Budget – Attachment #1

OLD BUSINESS

1. Chamber of Commerce Building Sublease

Vice-Chair Dyer asked if there were any questions regarding the formal sublease agreement between the Blowing Rock Chamber of Commerce and Blowing Rock TDA to share space at 132 Park Avenue for office and Information Center operations. Ex-officio Members Scott Fogleman stated the formal sublease finalizes the agreement to share related expenses as well as finalizes the rent amount. Mr. Fogleman advised the sublease contract period will follow the Blowing Rock Chamber of Commerce annual lease contract with the owner of the building.

Authority Member Mattar made a motion to approve the Chamber of Commerce building lease, seconded by Authority Member Mulhern. Unanimously approved. **Chamber and TDA Sublease Agreement- Attachment #2**

Other

Member Mattar asked the status of hiring part-time staff to work weekends. Mr. Brown advised the Chamber will be managing the process and will bill the TDA for staffing. Member Mulhern asked if the TDA would be paying the whole amount for weekend staffing. Mr. Brown stated the TDA will be paying the whole amount under the assumption that all weekend traffic will be tourism related. Member Mulhern expressed she had concerns that someone employed by the Chamber but paid by the TDA may not always recommend local in town hotels and dining establishments. Mr. Brown advised he understood her concern, but felt as though it would not be an issue.

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 3:59 p.m.

Rob Dyer, Vice-Chair

Hilari Hubner, Interim Town Clerk

ATTACHMENTS

FY 2016-2017 Recommended Budget- Attachment #1
Chamber and TDA Sublease Agreement- Attachment #2