

# **Town of Blowing Rock**

## **Tourism Development Authority**

### **Minutes - May 27, 2004**

The Town of Blowing Rock Tourism Development Authority met on Thursday, May 27, 2004 at 10:00 a.m. for a Master Signage Plan Stakeholders meeting. Present were Chairperson Bernard Keele, Authority members Phil Pickett and Lynn Drury, and Ex-officio member Scott Hildebran. Absent were Vice-Chair Kent Tarbutton and Ex-officio member Barbara Beach. Others present included - Planning Director Kevin Rothrock, Southwood Master Sign Plan Consultant Kirk Lohry, Planning Intern Chris Hudson, Parks & Recreation Director Jamie Saitta, Public Works Director Johnny Lentz, Blowing Rock Historical Association Representative Ron Oberle, Chetola Resort Representative Ricky Hudson, Tanger Outlet Representative Tracy Brown and Chamber of Commerce Executive Director Charles Hardin.

#### **Call to Order**

Chairperson Keele called the meeting to order and welcomed the TDA members and guests.

#### **Master Signage Plan - Wayfinding**

Chairperson Keele introduced Southwood Corporation Wayfinding Specialist Kirk Lohry who led the meeting.

Mr. Lohry reviewed the agenda of the meeting and the purpose of the major stakeholders kick-off meeting. He also discussed the wayfinding design process to be used in development of a Town Master Signage Plan. He further described the geographical scope, wayfinding and branding objectives, and implementation challenges.

Mr. Lohry then presented a Powerpoint Presentation on the master signage planning process. (**Attachment 1**)

Afterwards, TDA members and guests reviewed Town maps and provided input on important destination/historic tourist locations and parking areas.

Chairman Keele asked when this planning process might be completed. Mr. Lohry advised that the plan should be completed by late summer and that the visioning information obtained during the Town Center public forums held last year would provide valuable data.

Member Drury suggested that the Master Signage Plan should be an integral part of the advertising campaign branding of the Town and that both processes should be compatible. Mr. Lohry agreed and he advised that the preliminary signage data could be gathered prior to branding process being completed. However, he advised that the branding process must be completed prior to the design of signs.

Chairman Keele stated that Mr. Lohry will review the material and comments provided and will return in several weeks to continue the master signage plan process.

#### **Adjourn**

There being no further business - Chairperson Keele adjourned the meeting at noon.

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Bernard Keele, Chairperson

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Scott E. Hildebran, Secretary