

## Town of Blowing Rock

### Tourism Development Authority

#### Minutes – July 26, 2004

The Town of Blowing Rock Tourism Development Authority met on Monday, July 26, 2004 at 8:00 a.m. in a special meeting. Present were Chairperson Bernard Keele, Vice-Chairperson Kent Tarbutton, Authority members Keith Tester, Lynn Drury, and Phil Pickett, and Ex-officio member Scott Hildebran. Ex-officio member Barbara Beach was absent. (Sonya Long was present in absence of Member Beach).

#### Call to Order

Chairperson Keele called the special meeting to order and welcomed the Authority members.

#### TDA Strategic Plan

Chairperson Keele informed the Authority that Member Tester had prepared a draft Tourism Authority Strategic Plan, which outlines the mission and priorities of the TDA, for review. He reminded the Authority that the development of a strategic plan was one of the key recommendations suggested by Consultant Beth Cardin.

Member Tester reviewed the proposed plan and asked the Authority for any amendments. Chairperson Keele thanked Member Tester for his efforts.

After some discussion, motion by Member Drury and seconded by Member Pickett to adopt the Blowing Rock Tourism Development Authority Strategic Plan, as amended (**Attachment #1**). Motion unanimously approved.

Chairperson Keele advised the Authority that he would make a copy of the Strategic Plan available to all Blowing Rock businesses in order to update everyone on the Tourism Development Authority.

#### Historical Society – Edgewood Cottage

Chairperson Keele introduced Blowing Rock Historical Society Representative Ginny Stevens to discuss the Edgewood Cottage. Ms. Stevens provided a handout discussing the issues surrounding the preservation/restoration of the cottage (**Attachment #2**). She stated that the preservation/restoration of the cottage would be a great asset for the Town of Blowing Rock and the TDA. She mentioned that preserving this historic asset would help maintain the character of Blowing Rock.

Ms. Stevens then requested the TDA provide a list of important space needs for a Visitor Center – specifically utilizing the Edgewood Cottage.

The Authority agreed to the following important Visitor Center space need considerations:

- *Maintain Parking along Chestnut Street*
- *Restrooms*
- *Inside/Outside entrance*
- *Director's Office*
- *Asst. Director – Reception Area*
- *Brochure Distribution Room*
- *Computer Wiring*

- *Small Kitchen Area (Break Area)*
- *Storage Area*
- *Year-round Capability*
- *Handicap Accessible*
- *Front Landscape Area/Outside Seating Area*
- *Gas Logs*
- *Raised Ceiling – Open and Inviting Atmosphere*

Ms. Stevens and Ron Oberle (Historical Society Representative) also suggested that a display area be reserved to highlight Elliott Daingerfield.

Ms. Stevens then advised the current square footage of the building is – 1,523 sq. feet on the 1<sup>st</sup> level and 777 sq. feet on the 2<sup>nd</sup> level.

Member Drury left the meeting at 8:45 a.m. due to a previous commitment.

It was the consensus of the Authority to proceed with outlined plan presented by the Historical Society. The Historical Society invited members of the TDA to a meeting with Don Yelverton, noted Restoration Architect, at the Edgewood Cottage on Thursday, July 29, 2004 at 10:00 a.m.

Ms. Stevens provided a brief update on the status of the Blowing Rock Art and History Museum. She advised that BRAHM and the architect were still in the design phase.

Chairperson Keele thanked the Historical Society for their efforts on the Edgewood Cottage project.

## **Adjourn**

Motion by Vice-Chair Tarbutton and seconded by Member Pickett to adjourn the meeting. Motion unanimously approved. Chairperson Keele adjourned the meeting at 8:55 a.m.

---

Bernard Keele, Chairperson

---

Scott E. Hildebran, Secretary

## **ATTACHMENTS**

**#1 Tourism Authority Strategic Plan**

**#2 Planning Needs - Historical Society – Edgewood Cottage**

