

Town of Blowing Rock

Tourism Development Authority

Minutes – October 5, 2004

The Town of Blowing Rock Tourism Development Authority met on Tuesday, October 5, 2004 at 8:00 a.m. in a regular meeting. Present were Chairperson Bernard Keele, Authority members Keith Tester, and Phil Pickett, and Ex-officio members Scott Hildebran and Barbara Beach. Vice-Chair Kent Tarbutton and Member Lynn Drury were out of town. Margaret Pierce, newly appointed Town of Blowing Rock Finance Director, was also in attendance.

Call to Order

Chairperson Keele called the meeting to order and welcomed the members and guests. He advised the Authority that Vice-Chair Tarbutton was in Europe and Member Drury was at meeting in Greensboro.

Approval of Minutes – August 3 and August 11, 2004

Chairperson Keele entertained the approval of the September 7, September 20, September 23 and September 29, 2004 meeting minutes (including closed sessions). Motion by Member Tester and seconded by Member Pickett to approve the September 7, September 20, September 23 and September 29, 2004 meeting minutes (including closed sessions). Unanimously approved.

Financial Report – Occupancy Tax Proceeds

Finance Director Beach reviewed the FY 2004-05 Occupancy Tax collections year-to-date through August 2004. She reminded the members that the collections are in arrears so that the September receipts are collected in October. Authority members noted that the August revenue totals were above normal and hoped the trend would continue.

Ms. Beach also stated that a financial statement was included in their meeting packet.

Chairperson Keele advised the Authority that Margaret Pierce had been appointed to fill the position of Town of Blowing Rock Finance Director, due to the pending retirement of Barbara Beach. Mr. Keele further stated that, in accordance with the TDA By-laws, Ms. Pierce would become the Finance Officer of the Authority. After a brief discussion, motion by Member Pickett and seconded by Member Tester to authorize Margaret Pierce to be a signatory for the TDA banking accounts. Motion unanimously approved.

Committee Reports – Tourism Data Survey & Ad Placement

– **Branding/Marketing/Web site**

– **Events/Tourism Related Activities Review**

Chairperson Keele advised that due to the absence of the several members that the Committee Reports would be deferred to a future meeting.

Chairperson Keele stated that Crown Communications would review their initial branding/marketing/web site design concepts at a special TDA meeting on Thursday, October 21st from 9:00-11:00 a.m. at Town Hall.

Report – Visitors Center

Chairperson Keele advised that BRAHM (Blowing Rock Art and History Museum) had concluded that they preferred not to have a Visitors Center located on the Edgewood Cottage/BRAHM museum site.

The Authority agreed to continue to take time to explore other options on a visitors center location.

Master Signage Plan

Chairperson Keele stated that the Master Signage Plan process is still somewhat delayed until the branding efforts are completed later this year.

Upcoming Meeting

Due to November 2nd being an Election Day, Ex-officio Member Hildebran reminded members that the November 2, 2004 regular meeting date will be instead held on Monday, November 1, 2004 at 8:00 a.m.

Adjournment

Motion by Member Pickett and seconded by Member Tester to adjourn the meeting. Motion unanimously approved. Chairperson Keele adjourned the meeting at 8:15 a.m.

Bernard Keele, Chairperson

Scott E. Hildebran, Secretary