

## **Town of Blowing Rock**

### **Tourism Development Authority**

#### **Minutes – November 12, 2004 (Recessed from November 10, 2004)**

The Town of Blowing Rock Tourism Development Authority met on Friday, November 12, 2004 at 8:00 a.m. in continuation of a recessed meeting from November 10, 2004. Present were Chairperson Bernard Keele, Vice-Chair Kent Tarbutton, Authority members Keith Tester, and Phil Pickett, and Ex-officio member Scott Hildebran. Member Lynn Drury and Ex-officio member Margaret Pierce were absent.

#### **Call to Order**

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

#### **Chamber Discussion**

Chairperson Keele welcomed Charles Hardin, Executive Director of the Blowing Rock Chamber of Commerce, to continue discussion of future developments between the Chamber and TDA. Chairperson Keele distributed two handouts with potential topics for discussion (Attachment #1 and #2).

Chairperson Keele then outlined the agreement reached earlier this year by both organizations regarding the functional relationship between both organizations -

#### *Blowing Rock Chamber of Commerce:*

- Event Management and Promotion
- Data Collection
- Merchant, Retail Promotion – All concerns

#### *Blowing Rock Tourism Development Authority*

- Operation of Visitors Center
- National, Local and other Image Advertising
- Provide ad support and funds for co-op ads for events
- Provide funds for start up events and ongoing event support where appropriate

Based on the initial dialogue of those present, the consensus was that each entity would most likely have two employees (4 total) with additional part-time staffing as needed, either paid or volunteer. The Chamber of Commerce would limit their accommodation category membership to only those establishments located within the Blowing Rock School District. For those accommodation establishments located outside the corporate limits of Blowing Rock (non-TDA accommodations) but within the Blowing Rock School District, membership would be allowed subject to a fee to be determined by the TDA. The Chamber of Commerce would open membership to all other non-accommodation business categories. The TDA would establish a fee for all non-Blowing Rock businesses to participate in TDA promotions.

If the Chamber of Commerce relocates with the TDA, the TDA would charge the Chamber a proposed flat lease rate of \$2000 per month for office space, including utilities, taxes, insurance and maintenance, with a 3% annual increase. The Chamber would be responsible for associated telephone, copier, and postage costs. It was anticipated that a joint relocation could take place on or before May 1, 2005.

Due to the need for information on potential Chamber membership rates, possible building purchase, and the hiring of a TDA Executive Director, the group decided to schedule an additional meeting. Also, this action would allow for further dialogue with both Chamber President Michael Button and Board member Tracey Brown.

### **Special Meeting**

It was the consensus of the Authority to hold a Special Meeting on Thursday, November 18, 2004 at 8:00 a.m. to continue the discussion with the Chamber on future operations and further define and clarify the roles for both entities which would serve the best tourism and economic development interests of Blowing Rock.

### **Closed Session**

Upon motion of Member Pickett and second by Vice-Chair Tarbutton, the Authority convened at 10:15 a.m. in closed session pursuant to - N.C.G.S. 143.318.11 (a)(6) for discussion of qualifications/conditions for employment.

At the conclusion, the closed session was adjourned at 10:25 a.m.

### **Adjourn**

Motion by Vice-Chair Tarbutton and seconded by Member Tester to adjourn the meeting. Motion unanimously approved. Chairperson Keele adjourned the meeting at 10:25 a.m.

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Bernard Keele, Chairperson

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Scott E. Hildebran, Secretary