

MINUTES
Town of Blowing Rock
Tourism Development Authority
October 4, 2016

The Town of Blowing Rock Tourism Development Authority (TDA) met on Tuesday, October 5, 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 Town Clerk Hilari Hubner.

Chairman Dean Bullis was unable attend the meeting.

CALL TO ORDER

The meeting was called to order at 3:30 p.m.

APPROVAL OF MINUTES

A motion to approve the minutes as written for the July 5, 2016 meeting was made by Member Matheson, seconded by Member Mulhern. Unanimously approved.

1. Financial Report-Occupancy Tax Proceeds

Ex-officio Member Nicole Norman gave a brief financial report. As of the end of September, expenditures should be on average at 25% of the total budget. Expenditure items running higher were reviewed and their reasoning. Ms. Norman advised occupancy tax collections had increased 8% or \$9,158 for August 2016 while fiscal year to date over fiscal year 2015-2016 collections came in 9.72% or \$23,993.84.

Member Mattar asked if Vacation Rental By Owner's (VRBO's) are paying occupancy tax, the ones we know about. Ms. Norman stated they were paying. Member Dyer asked how many the Town has now, Director Tracy Brown stated VRBO and third party entities (Expedia, Hotwire, Hotels.com etc) represents less than 8% of the total. Ms. Norman stated the reports submitted monthly from VRBO and third party entities do not include what properties they are reporting for. Members discussed briefly the process of VRBO and the consensus was to inquire about getting more detail included with the VRBO's and third party monthly occupancy tax report.

2. Operations Report

Executive Director Brown reviewed the second quarter operation via Power Point presentation. **Second Quarter Board Meeting Power Point Presentation-Attachment #1**

3. Projects Update (Parking Deck Counter & Electronic Kiosks)

Executive Director Brown updated the progress of the electronic kiosks and parking deck counters to be installed in Town. Mr. Brown explained the kiosks will be built to fit in the existing structures.

4. Market Survey

Executive Director Brown presented a proposal for Marketing Research. After brief discussion it was the consensus to wait and discuss at the mid-year retreat in November. **Market Survey Proposal- Attachment #2**

Other

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 5:15 p.m.

Rob Dyer, Vice-Chair

Hilari Hubner, Town Clerk

ATTACHMENTS

Second Quarter Board Meeting Power Point Presentation- Attachment #1

Market Research Survey Proposal- Attachment #2