

**TOWN OF BLOWING ROCK
TOURISM DEVELOPMENT AUTHORITY
BUDGET WORK SESSION – MAY 23, 2017**

The Tourism Development Authority (TDA) held their annual budget work session on Tuesday, May 23, 2017 beginning at 3:30 p.m. The work session was held at Town Hall located at 1036 Main Street, Blowing Rock. Present were Vice-Chairman Rob Dyer, Doug Matheson, Lance Campbell and Lorry Mulhern. Chairman Dean Bullis was unable to attend. Ex-officio Members Ed Evans and Nicole Norman, TDA Executive Director Tracy Brown and Town Clerk Hilari Hubner were also present.

Member Mulhern arrived at 3:45 p.m.

CALL TO ORDER

Vice-Chairman Dyer called the meeting to order at 3:50 p.m. He stated the purpose of the meeting was to review and discuss the proposed FY 2017-2018 TDA Budget.

Topics discussed included:

- B Roll film budgeted at \$10,000. TDA Executive Director Tracy Brown explained the importance of having this for advertising purposes. Mr. Brown advised the cost would be split with the Chamber of Commerce whom will be hiring Wonderland Woods Video to do a lifestyle and relocation video. Mr. Brown further advised the TDA would repurpose selections of the video for TDA advertisement and this is a more cost effective way to get new materials from a company that otherwise would be beyond the TDA's budget.
- The Middle Fork Greenway and the Blue Ridge Parkway Foundation donation requests budgeted at \$25,000 each was briefly discussed. Mr. Brown explained the importance of both organizations and how they attract tourism.
- Memorial Park tree replacement. Ex-officio Member Ed Evans advised this was contingent on Town Council's approval of the project. Mr. Evans explained if approved what the tentative plan would be for removal and replacement of the trees. It was the consensus of all Members this was very important as the Park is a large draw for tourist.

With no further questions, the Members agreed to move forward with the proposed budget. The public hearing to adopt the budget will be held on June 6, 2017 at the regular scheduled meeting.

OTHER BUSINESS

Mr. Brown advised the board no decision was made regarding the Market Research Study that he had proposed at the October 4, 2016 meeting which was also discussed at the January 18, 2017 TDA Retreat. After discussion Member Mulhern made a motion to

appropriate \$25,000 of fund balance as part of the 2017-2018 budget toward the market study research, seconded by Member Campbell. Unanimously approved.

ADJOURNMENT

Member Matheson made a motion to adjourn the meeting at 5:15 p.m., seconded by Member Campbell. Unanimously approved.

VICE-CHAIRMAN _____
Rob Dyer

ATTEST _____
Hilari Hubner, Town Clerk