

**MINUTES**  
**Town of Blowing Rock**  
**Tourism Development Authority**  
**July 5, 2016**

The Town of Blowing Rock Tourism Development Authority (TDA) met on Tuesday, July 5, 2016 at 3:30 p.m. at Town Hall located at 1036 Main Street Blowing Rock N.C. In attendance were Chairman Dean Bullis, Vice-Chair Rob Dyer Authority Members Doug Matheson and Lorry Mulhern. Others present were Ex-officio Member Scott Fogleman, TDA Executive Director Tracy Brown, and Town Clerk Hilari Hubner.

**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 June 7, 2016 meeting was made by Member Mulhern, seconded by Vice-Chair Dyer. Unanimously approved.

**1. Financial Report-Occupancy**

Ex-officio Member Scott Fogleman advised occupancy tax collections are up 12% for the fiscal year to date and up 8% for the Month of May with one entity left to report.

**2. Operations Report**

Executive Director Brown reviewed the first quarter operation via Power Point presentation. **First Quarter Board Meeting – Attachment #1**

Heidi Lusk from The Meridian Agency and Amanda Lugenbell presented a Power Point presentation of the Marketing Plan and Social Media. **2016-2017 Advertising Plan – Attachment #2**

**Other**

**ADJOURNMENT**

There being no further business to discuss, the meeting was adjourned at 4:45 p.m.

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Dean Bullis, Chairman

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Hilari Hubner, Town Clerk

**ATTACHMENTS**

First Quarter Board Meeting- Attachment #1  
2016-2017 Advertising Plan- Attachment #2