

MINUTES
Town of Blowing Rock
Tourism Development Authority
August 1, 2017

The Town of Blowing Rock Tourism Development Authority (TDA) met on Tuesday, August 1, 2017 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, Lance Campbell and Lorry Mulhern. Others present were Ex-officio Members Ed Evans and Nicole Norman, TDA Executive Director Tracy Brown, and Town Clerk Hilari Hubner, who recorded the minutes. Chairman Dean Bullis was unable to attend.

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 6, 2017 regular meeting was made by Member Campbell, seconded by Member Mulhern. Unanimously approved.

1. Financial Report-Occupancy Tax Proceeds

Ex-officio Member Nicole Norman gave a brief financial report and advised that we are currently are 8% into the FY. Ms. Norman noted a few expenditures are running higher due to having to pay at the start of the Fiscal Year. Ms. Norman stated June Occupancy Tax collection was down \$7,400, while the FY 16-17 finished \$36,650 up compared to the previous fiscal year.

Member Campbell made a motion to accept the Financials, seconded by Member Mulhern. Unanimously approved.

2. Operations Report

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

3. Visitor Profile Study

Mr. Brown briefly reviewed and discussed with the Board the updated proposal for Destination Marketing Research. Mr. Brown advised \$25,000 was budgeted and the total cost for this research study is \$24,500. Member Mulhern made a motion to accept the proposal as presented, seconded by Member Matheson. Unanimously approved. **Visitor Profile Study – Attachment B**

4. Media Plan – 2017-2018 Advertising Plan

Mr. Brown reviewed via Power Point the 2017-2018 Advertising Plan. **Media Plan – 2017-2018 Advertising Plan – Attachment C**

5. Short-term Disability/Vision

Ex-officio Member Ed Evans advised two new Benefits were extended to town employees for this fiscal year. The first is VSP Vision Insurance. This has a basic cost of \$1 per employee per month. This will cost the TDA \$24 per year to cover both Amanda and Tracy. This is a very good benefit that allows employees to upgrade to two other plans.

The town also extended Short Term Disability to employees. This cost \$12 per employee per month. The town agreed to fund one half of the cost of \$6 for employees with the employee paying the balance. This would cost the TDA \$72 for each employee or \$144 per year for both Amanda and Tracy. So, both benefits for both employees would cost the TDA a total of \$168 per year.

Member Mulhern made a motion to follow the Town in terms of providing this additional benefit to the TDA employees, seconded by Member Campbell. Unanimously approved.

6. Elliot Dangerfield

The Board briefly discussed the request to donate to the Elliot Dangerfield sculpture fund. Member Mulhern made a motion to decline to participate in the donation request for the Dangerfield Sculpture as it was presented after the budget had been set, seconded by Member Matheson. Unanimously approved.

Other

Mr. Brown discussed in detail with the Board the purchase of JackRabbit, a hotel booking direct widget that will be added to the website. Member Mulhern discussed a few concerns she had.

The Board discussed upcoming meetings and set the dates as follows: Next Meeting will be a combined Regular Meeting & Retreat Meeting on November 1, 2017. In 2018 the regular meeting schedule will be March, June, September & December.

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 5:35 p.m.

Rob Dyer, Vice-Chair

Hilari Hubner, Town Clerk

ATTACHMENTS

First Quarter Board Meeting – Attachment A

Visitor Profile Study – Attachment B

Media Plan – 2017-2018 Advertising Plan – Attachment C