

**TOWN OF BLOWING ROCK  
TOURISM DEVELOPMENT AUTHORITY  
BUDGET WORK SESSION – MAY 8, 2018**

The Tourism Development Authority (TDA) held their annual budget work session on Tuesday, May 8, 2018 beginning at 2:00 p.m. The work session was held at the American Legion located at 333 Wallingford Street, Blowing Rock. Present were Chairman Dean Bullis, Vice-Chairman Rob Dyer, Jim Steele, Lance Campbell and Lorry Mulhern. Ex-officio Members Ed Evans and Nicole Norman, TDA Executive Director Tracy Brown and Town Clerk Hilari Hubner were also present.

**CALL TO ORDER**

Chairman Bullis called the meeting to order at 2:00 p.m. He stated the purpose of the meeting was to review and discuss the proposed FY 2018-2019 TDA Budget.

Topics discussed included:

- Reviewed the budget highlights with the board.
- STR Helper – Executive Director Tracy Brown briefly updated the board.
- AppalCart Shuttle – Helping fund a shuttle route for three or four-day weekends during “in season” months. A few possible routes were discussed. Member Mulhern advised of an alternate route she felt would fit better, and asked it to be considered in the future if the proposed route doesn’t work as she felt it was a highly condensed route.
- 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. Member Campbell advised he would like the board to think about donating additional funds towards the Middle Fork Greenway as it is a huge draw for tourism.
- The Board discussed reconfiguring funds for Memorial Park improvements, the shuttle and Middle Fork. After further discussion Member Mulhern made a motion to change the proposal as follows: AppalCart Shuttle to \$20,000, increase the Middle Fork to \$50,000, adding \$28,600 for Memorial Park and appropriating \$40,000 from fund balance to make it all work, seconded by Member Steele. Unanimously approved.
- The board discussed the donation request from BRAHM. Board Member Mulhern made a motion to increase occupancy tax collections receipts by \$13,000 for FY 18-19 and increase advertising funding by \$8,667 to help with advertising for BRAHM, seconded by Member Steele. Unanimously approved.

With no further questions or changes, the Members agreed to move forward with the proposed budget. The public hearing to adopt the budget will be held on June 5, 2018 at the regular scheduled meeting.

**OTHER BUSINESS**

None

**ADJOURNMENT**

Vice-Chairman Dyer made a motion to adjourn the meeting at 5:05 p.m., seconded by Member Steele. Unanimously approved.

**CHAIRMAN** \_\_\_\_\_  
**Dean Bullis**

**ATTEST** \_\_\_\_\_  
**Hilari Hubner, Town Clerk**