

**TOWN OF BLOWING ROCK
TOURISM DEVELOPMENT AUTHORITY
ANNUAL RETREAT – December 4, 2018**

The Tourism Development Authority (TDA) held their annual retreat on Tuesday, December 4, 2018 beginning at 9:00 a.m. The retreat was held at Town Hall located at 1036 Main Street Blowing Rock. Present were Chairman Dean Bullis, Members Rob Dyer, Jim Steele, Lorry Mulhern and Lance Campbell. Others present were Ex-officio Member Nicole Norman, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell, and Town Clerk Hilari Hubner, who recorded the minutes.

CALL TO ORDER

Chairman Bullis called the meeting to order at 9:00 a.m.

APPROVAL OF MINUTES

Member Steele made a motion to approve the September 4, 2018 regular meeting minutes as written, seconded by Member Campbell. Unanimously approved.

FINANCIAL STATEMENT/BUDGET REVIEW

• **FY 2018 Audit Report**

Jason Carpenter from Combs, Tennant and Carpenter reviewed the fiscal year 2018 Audit. Mr. Carpenter advised the TDA received the highest level of audit opinion and the TDA added \$14,837 to fund balance. Mr. Carpenter stated currently the unassigned fund balance is sitting at 60% of expenditures and is quite healthy for the TDA. Mr. Carpenter thanked the TDA Board for allowing Combs, Tennant and Carpenter to serve as their audit firm for FY 2018. **FY 2018 Audit - Attachment A**

• **FY 2018 Audit Contract**

The Board briefly discussed the audit contract. Member Steele made a motion to accept the 2019 audit contract from Combs, Tennant and Carpenter in the amount of \$4,500, seconded by Vice-Chair Dyer. Unanimously approved. **FY 2019 - Attachment B**

FY 2017 REVIEW & FUTURE PLANNING

• **Occupancy Tax Collections & Financial Statement Review**

Finance Officer Nicole Norman stated occupancy tax collections July through October 2018 up 2.46% or \$3,500 last October. Ms. Norman advised fiscal year to date collections were up 3.93% or \$19,300 compared to the same period last year. Ms. Norman advised current year expenditures were at 41% and reviewed several expenditure items in more detail with the Board.

• **Operations Report – Marketing Efforts**

Executive Director Brown reviewed the first quarter operations via power point. – **First Quarter Report – Attachment C**

- **Update from Chamber of Commerce**

Executive Director Charles Hardin reviewed the Chamber events; Winterfest, Savor, Art in the Park and Symphony by the Lake for the upcoming year via Power Point. **Chamber Update - Attachment D**

- **Middle Fork Greenway Project Update**

Ms. Wendy Patoprsty with the Middle Fork Greenway gave an update on the progress of the Middle Fork Greenway project. Ms. Patoprsty thanked the Board for all their support and funding they have given towards the project and asked if they could consider contributing any additional funding to what has already been pledged.

The Board discussed giving additional funding towards the project and the funding source would be to use fund balance. After further discussion, Vice-Chair Dyer made a motion to take \$67,440 from fund balance to donate to the Middle Fork Greenway, seconded by Member Campbell. Unanimously approved.

- **STR Helper Update**

Mr. Brown gave the Board an update on STR Helper and how it is working to locate properties that are renting and bringing them to compliance with paying occupancy taxes. The Board asked Mr. Brown to provide a report to them as well as to Council.

The meeting recessed from 12:00 p.m. until 1:15 p.m. for lunch.

- **Infrastructure Support**

The Board discussed options for adding additional trash cans around town. Suggested locations were along Sunset Drive and North Main street going toward Chetola. Chairman Bullis also suggested the current trash cans along Main Street be cleaned out more frequently, especially in the summer months. The Shuttle and parking issues were also discussed. Member Mulhern advised she wanted to be on record with her feeling that the Shuttle route needed to have a modification for her to support it. She advised it was very under utilized and the route used last year were not good locations. Members discussed the route including Tanger and the hotels on Valley Blvd. Mr. Brown briefly discussed with the board the possibility of crosswalk signage in the newly constructed areas on Valley Blvd.

- **Strategic Plan Review and Update**

Executive Director Brown gave Members a minor revised version of the Blowing Rock Tourism Development Authority Strategic Plan. Members unanimously agreed to review the Strategic Plan and discuss at the March 5, 2019 Meeting. **Revised Strategic Plan - Attachment E**

Other

None

EXECUTIVE SESSION

At 2:30 p.m. Member Steele made a motion to go into closed session pursuant to NCGS 143-318.11 (6), seconded by Vice-Chair Dyer. At 2:50 p.m. Member Mulhern made a motion to return to open session, seconded by Member Campbell. Unanimously approved. Member Steele made a motion to give Mr. Brown a \$4,000 bonus, seconded by Vice-Chair Dyer. Unanimously approved. Mr. Brown was asked by the Board to re-enter the meeting, the board advised him they had unanimously voted to give him a \$4,000 performance bonus effective next pay period. The board further advised at the March meeting the Board will vote on a salary adjustment which would be in addition to a cost of living adjustment. Chairman Bullis asked Mr. Brown to bring back to the Board at the March meeting what his five (5) year vision is for the TDA and what the Board can do to help him. Member Campbell made a motion to give Ms. Lugenbell a \$1,500 performance bonus effective next pay period, seconded by Member Steele. Unanimously approved.

ADJOURNMENT

There being no further business to discuss the meeting was adjourned at 3:00 p.m.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

FY 2018 Audit – Attachment A

FY 2019 Audit Contract - Attachment B

First Quarter Report - Attachment C

Chamber of Commerce Report – Attachment D

Revised Strategic Plan - Attachment E