

MINUTES
Town of Blowing Rock
Tourism Development Authority
March 5, 2019

The Town of Blowing Rock Tourism Development Authority (TDA) met on Tuesday, March 5, 2019 at 3:30 p.m. at the Chamber/TDA office located at 132 Park Avenue Blowing Rock N.C. In attendance were Chairman Dean Bullis, Vice-Chair Rob Dyer, Authority Members Jim Steele, Lance Campbell and Lorry Mulhern. Newly appointed Authority Members, Kevin Walker and Greg Tarbutton, whom were sworn in by Town Clerk Hilari Hubner at the beginning of the New Business items. Others present were Ex-officio Members Nicole Norman, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell and Town Clerk Hilari Hubner, whom recorded the minutes.

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 December 4, 2018 open and closed sessions was made by Member Mulhern, seconded by Member Campbell. Unanimously approved.

Old Business

- **Credit Card Limit Increase Request** – TDA Executive Director Tracy Brown advised he would like to request an increase to the current TDA credit card used for business expenses. He explained that increased usage of digital media outlets such as Google Ad Network and Facebook causes the card to be at the credit limit and thus limits the media buy possible. Mr. Brown explained he and Ex-Officio Member Nicole Norman had discussed the options between adding an additional card or increasing the limit on the current card. He advised they had concluded it would simplify book keeping increasing the limit on the current card. Authority Member Steele made a motion to increase the current credit card limit \$10,000, seconded by Vice-Chair Dyer. Unanimously approved.

Strategic Plan Update Review and Long-Term Goals – Mr. Brown provided a copy of the draft Strategic Plan Update. Mr. Brown advised he had added some long-term goals. Members discussed and gave feedback. Members suggested coming up with ways to let the public know what the TDA is and what the organization can and cannot do. Members felt most people don't realize what the organization is all about. The Board suggested for Mr. Brown to refine the plan and bring back at the Board. **Draft Strategic Plan Update - Attachment A**

- **STR Helper Update** – Mr. Brown gave an update on STR Helper. He advised that 20% of the TDA income comes from short term rentals such as Airbnb and VRBO. Mr. Brown explained STR Helper had located 174 confirmed units being rented in Town and that he and Ms. Norman had discussed and are in the process of reviewing to make sure they are in compliance.
- **Budget Amendment - Member Steele** made a motion to make an allocation of \$67,440 from the infrastructure related Fund Balance to the Middle Fork Greenway project, seconded by Member Campbell. Unanimously approved.
Budget Amendment – Attachment B

Executive Session

At 4:10 p.m. Member Mulhern made a motion to go into closed session pursuant to NCGS 143-318.11 (6), seconded by Member Campbell. Unanimously approved. At 4:25 p.m. Member Mulhern made a motion to return to open session, seconded by Member Campbell. Chairman Bullis explained to Mr. Brown that the board would like to give him the opportunity to refine the Strategic Plan and work on some defined goals with measurable numbers. At the end of the year the Board would like to then revisit and use that information to help determine a bonus compensation.

Member Mulhern made a motion to increase Mr. Brown's salary two and a half percent, seconded by Member Campbell. Unanimously approved.

New Business

- **Presentation** – Chairman Bullis presented outgoing members Rob Dyer (10 years of Service) and Lorry Mulhern (3 years of Service) with a proclamation from the Board and thanked each of them for their years of service to the Board.
- **Organizational Matters** – Town Clerk Hilari Hubner gave the oath of office to New Authority Members; Kevin Walker and Greg Tarbutton.

Authority Member Campbell made a motion to appoint Member Steele to Vice-Chair, seconded by Member Tarbutton. Unanimously approved.

Members reviewed the 2019 meeting schedule and approved: Budget Work Session – May 28th 3:30 p.m. Regular meetings - June 4th, September 3rd, December 3rd at 3:30 p.m.

Regular Agenda

- **Middle Fork Greenway** – Discussed the funding request of \$25,000 for the upcoming budget year. The Board would like to consider funding for the upcoming FY19-20.

- **Blue Ridge Parkway Foundation** – Discussed the funding request of \$25,000 for the upcoming budget year. The Board would like to consider funding for the upcoming FY19-20.
- **Blowing Rock Art and History Museum** – Discussed keeping the \$15,000 in the proposed budget and the Board will discuss at the budget work session how to proceed.
- **Financial Report** – Ms. Norman gave a third quarter financial report.
- **Third Quarter Report** - Executive Director Brown reviewed the second quarter operation via Power Point presentation. **Third Quarter Board Meeting Power Point Presentation– Attachment C**

Other

None

ADJOURNMENT

There being no further business to discuss, the meeting was adjourned at 5:45 p.m.

Dean Bullis, Chair

Hilari Hubner, Town Clerk

ATTACHMENTS

Draft Strategic Plan Update - Attachment A

Budget Amendment – Attachment B

Third Quarter Board Meeting Power Point Presentation– Attachment C