

**Town of Blowing Rock
Tourism Development Authority
September 5, 2023**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, September 5, 2023, beginning at 3:30 p.m. Present were Chairman Dean Bullis, Members Pete Gherini and Zika Rea. Vice-Chair Greg Tarbutton and Member Kevin Walker were unable to attend. Others present were Ex-officio Members Nicole Norman and Kevin Rothrock, 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 3:30 p.m.

APPROVAL OF MINUTES

Member Gherini made a motion to approve the June 6, 2023, regular meeting minutes as written, seconded by Member Rea. Unanimously approved.

REGULAR AGENDA

• Financial Report – Occupancy Tax Proceeds Update

Ex-officio Member Nicole Norman stated occupancy tax collections were up 9% or \$18,863 for July. Ms. Norman also reviewed expenditures and stated projections are staying in line.

• Operations Report

Executive Director Tracy Brown reviewed the fourth quarter operations report via PowerPoint.

Fourth Quarter Update– Attachment B

• Fund Balance Review

Ms. Norman gave an update on Fund Balance for the Boards information.

• Wayfinding Signage

The vehicular package is complete and under final quality control review. The pedestrian package is in process and the last two pieces are structural engineering. Bid documents should be delivered September 27th and released for bid on September 29th.

• Update on Fund Balance 2/3rd 1/3rd Funds Split Changes

Director Brown spoke with Don Cason from the Rutherford County TDA and the North Carolina Travel Council, he will have a meeting on October 17th in Rutherford to bring everyone up to date and to form a steering committee to take the request to Raleigh. Mr. Cason's thought is having twenty-five (25) or so counties on this side of the state all in agreement would help when they take the request to Raleigh.

- **TDA Strategic Plan**

Gave the Board a copy for them to review and let him or Assistant Director Amanda Lugenbell know if they had any questions or concerns.

- **Town Infrastructure Update/Funding Request**

Ex-officio Member Kevin Rothrock gave an update on Town projects including the Main Street project, phase one of the Memorial Park bathroom improvement that is getting ready to begin, re-bidding phase two of the Memorial Park improvement within the next two weeks and update on the Wi-Fi expansion.

Ms. Norman explained with the remodel/addition to the existing public restrooms in Memorial Park, the Town Council would like the Board to consider funding \$110,380 (net fund balance allocation) toward the project. Ms. Norman outlined the funding request in detail. Member Rea made a motion to approve the funding request as presented, seconded by Member Gherini. Unanimously approved.

Other

Next meeting will be December 5, 2023, and will also be the Annual Planning Retreat. The meeting will be at Town Hall from 9:00 a.m. to 2:00 p.m.

EXECUTIVE SESSION

None

ADJOURNMENT

There being no further business to discuss, Member Gherini made a motion to adjourn the meeting at 4:40 p.m., seconded by Member Rea. Unanimously approved.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

Budget Amendment Ordinance for FY 23-24 Budget Adoption – Attachment A
Fourth Quarter Update – Attachment B