

**Town of Blowing Rock  
Tourism Development Authority  
June 4, 2024**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, June 4, 2024 beginning at 3:30 p.m. Present were Chairman Dean Bullis, Vice-Chair Kevin Walker, Members Greg Tarbutton, Pete Gherini and Zika Rea. Others present were Ex-officio Members Tasha Brown and Shane Fox, TDA Executive Director Tracy Brown, Assistant Director Amanda Lugenbell. Town Clerk Hilari Hubner was unable to attend the meeting.

**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 March 5, 2024, regular meeting minutes as written, seconded by Member Rea. Unanimously approved.

Member Rea made a motion to approve the regular and closed session minutes from the May 7, 2024, budget work session meeting, seconded by Member Rea. Unanimously approved.

**PUBLIC HEARING**

• **FY 2024-2025 Proposed Budget**

A Public Hearing was opened by Chairman Bullis for comments or questions for the proposed budget, originally presented at the May 7, 2024 work session meeting.

With no questions or comments, Member Gherini made a motion to close the Public Hearing, seconded by Member Rea. Unanimously approved.

**NEW BUSINESS**

• **FY 2024-2025 Budget Adoption**

Member Tarbutton made a motion to approve the 2024-2025 Budget as presented, seconded by Member Rea. Unanimously approved. **Budget Amendment Ordinance for FY 24-25 Budget Adoption - Attachment A**

• **Budget Amendment**

Ex-Officio Member Tasha Brown reviewed the budget amendment for the board's consideration. She explained the purpose is to adjust occupancy tax revenues to what is expected to be collected at the end of FY 23-24. Member Gherini made a motion to approve the budget amendment as presented, seconded by Member Tarbutton. Unanimously approved. **Budget Amendment – Attachment B**

• **Board Seat Opening/Appointment Discussion and Board Seat Ordinance Language Discussion.**

Executive Director Tracy Brown stated with the sale of Chetola Property coming in the near future the Board membership will have a vacancy for the Lodging 1 representative (Member Tarbutton). Mr. Brown explained staff are seeing a change in the lodging industry since the ordinance was originally written. He further explained the majority of hotels, motels and lodges are no longer owned by individuals ("mom and pop"). Instead owned by absentee owners who have a general manager operating the day to day business.

Ex-Officio Member Shane Fox discussed the process and read the current language in the ordinance:

### ***Section 2. Appointment of Membership***

***The Blowing Rock Tourism Development Authority shall consist of five (5) members who shall be appointed and approved by the Town Council, shall also be voting residents and/or taxpayers of the Town, and shall be selected as follows:***

***Group One (Lodging) – 2 appointees***

***Two members shall be individuals who are affiliated with the businesses that collect occupancy tax.***

Mr. Fox suggest the Board consider asking Town Council to hold a public hearing and consider adding the following language to the current ordinance to the end of section 2, lodging; "***or their appointed designee. If a designee is appointed, they must be approved by the Town Council prior to assuming the seat.***"

Member Tarbutton made a motion to approve the language change request to go to Town Council as presented, seconded by Member Rea. Unanimously approved.

- Financial Report and Occupancy Tax Proceed Update***

Ex-Officio Member Brown stated April occupancy tax collections were \$19,000 over the budgeted amount. She further stated all expenditures were in line and looking towards a good addition to fund balance again this year.

- Operations Report***

Executive Director Brown reviewed the third quarter operations report via PowerPoint. ***Third Quarter Update – Attachment C***

### **EXECUTIVE SESSION**

None

### **ADJOURNMENT**

There being no further business to discuss, Member Rea made a motion to adjourn the meeting at 4:20 p.m., seconded by Member Gherini. Unanimously approved.

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TDA Chairman, Dean Bullis

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Town Clerk, Hilari Hubner

**Attachments**

**Budget Amendment Ordinance For FY 24-25 Budget Adoption - Attachment A**

**Budget Amendment – Attachment B**

**Third Quarter Update – Attachment C**