

**Town of Blowing Rock
Tourism Development Authority
September 17, 2024**

The Blowing Rock Tourism Development Authority (TDA) met on Tuesday, September 17, 2024 beginning at 3:30 p.m. Present were Chairman Dean Bullis, Vice-Chair Zika Rae, Members Pete Gherini and Kevin Walker. Others present were Ex-officio Members Tasha Brown and Shane Fox, 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

Vice-Chair Rea made a motion to approve the June 4, 2024, regular meeting minutes as written, seconded by Member Gherini. Unanimously approved.

NEW BUSINESS

• Financial Report and Occupancy Tax Proceed Update

Ex-Officio Member Brown stated July occupancy tax collections were up \$18,000 compared to last July and was a record-breaking collection month. Ms. Brown reviewed expenditures as well and stated it's early in the budget, only 16% into the fiscal year.

• Budget Amendment 2024-03

Ms. Brown reviewed a budget amendment request with the board for consideration. She explained the purpose is to allocate funds from contingency to be moved to the purchased services line to cover the cost for market monitoring platforms and allocates funds from contingency to be moved to purchased services to cover the cost of the parking study discussed at the May board meeting. Vice-Chair Rea made a motion to approve the budget amendment as presented, seconded by Member Walker. Unanimously approved. **Budget Amendment 2024-03 – Attachment A**

• Fraud Protection Program with First Citizens Bank

Ms. Brown explained First Citizens reached out to her about adding fraud protection to the TDA operating account due to the balance the account typically has. Ms. Brown further explained she's familiar with this sort of protection as the Town has it on their account as well. Ms. Brown felt it was a good safety net and felt it was a good layer of protection. Member Gherini made a motion to approve, seconded by Vice-Chair Rea. Unanimously approved.

• Audit Update

Ms. Brown stated all the audit fieldwork had been completed and everything has been submitted to the audit firm. She further stated the auditors will be at the December meeting to present the full audit.

- **TDA Next Meeting Date**

The next meeting will be the TDA Retreat and will be held on Tuesday, December 3rd at 9:00 am at West Glow Spa.

- **Infrastructure Update**

Ex-Officio Member Shane Fox gave an update on current infrastructure which included: Main Street water/sewer work update, Maple Street project sewer is completed and water will be coming up in the next few months, Hwy 221 will have sewer work replacement as well, NC DOT will be paving Main Street tentatively in the March to April 2025 timeframe, parking study is close to being complete, hired Nathan Kirk as Police Chief, downtown subcommittee meeting coming up, Wayfinding signage under construction, crosswalk discussion will be had at the Winter Council Retreat.

- **Operations Report**

Executive Director Brown reviewed the fourth quarter operations report via PowerPoint. **Fourth Quarter Operations Report – Attachment A**

EXECUTIVE SESSION

None

ADJOURNMENT

There being no further business to discuss, Vice-Chair Rea made a motion to adjourn the meeting at 4:30 p.m., seconded by Member Gherini. Unanimously approved.

TDA Chairman, Dean Bullis

Town Clerk, Hilari Hubner

Attachments

Budget Amendment 2024-03 - Attachment A
Fourth Quarter Update – Attachment B