## Hickory-Conover Tourism Development Authority Regular Meeting Minutes August 14, 2023, 8:00 a.m.

A Regular Meeting on the Hickory-Conover Tourism Development Authority Board of Directors was held in the Conover 1 Room of the Hickory Metro Convention Center on Monday, August 14, 2023, at 8:00 a.m., with the following members present:

Bruce Eckard; Chair

Kimberly George

Patricia Hatch

Renee Keever

Mark Seaman

Warren Wood

A quorum was present.

Also present were Berkeley Young; Young Strategies, Rick Beasley; Hickory Assistant City Manager, Terry Taylor; Counsel, Elizabeth Clark, Marketing Coordinator, Mandy Hildebrand; CEO, Sarah Jones; Director of Sales and Marketing, and Amber Howard; HCTDA Clerk/Director of Events.

- ١. Chair Eckard called the meeting to order at 8:31 a.m. All Board Members were present except Tom Hart, Lindsay Keisler, and Leroy Lail.
- II. Swearing in of Kimberly George – Ms. Taylor

Ms. Kimberly George was sworn in to fill Phil Yount's unexpired term.

- Persons Wishing to Be Heard (None Appearing) 111.
- IV. Approval of Minutes - Chair Eckard
  - A. Regular Meeting of July 17, 2023

Mr. Seaman moved, seconded by Chair Eckard, that the minutes of July 17, 2023 be approved. The motion carried unanimously.

- V. Financial Reports - Ms. Hildebrand
  - A. July 2023 Financial Report

Ms. Hildebrand reviewed the July 2023 Financial Report. For the first month of the Fiscal Year, income and expense should be at 8%. Overall, financials are at 2.65% of budgeted income without July Occupancy Tax and 3.22% of budgeted expenses.

Chair Eckard moved, seconded by Mr. Seaman that the Financial Report for July 2023 be approved. The motion carried unanimously.

- VI. Budget Amendments Chair Eckard
  - A. Approval of Ordinance #1 Amending FY 23-24 Capital Reserve Fund

Mr. Wood moved, seconded by Mr. Seaman, to approve Ordinance #1 (see attached) amending the Fiscal year 2023-2024 Capital Reserve Fund. The motion carried unanimously.

B. Approval of Ordinance #1 Amending FY 23-24 Operating Budget

Mr. Seaman moved, seconded by Mr. Wood, to approve Ordinance #1 (see attached) amending the Fiscal year 2023-2024 Operating Budget. The motion carried unanimously.

VII. Interlocal Agreement Amendment – Chair Eckard

Chair Eckard moved, seconded by Mr. Seaman, to approve the amendment to the Interlocal Agreement (see attached) for design and construction of improvements at the Hickory Metro Convention Center. The motion carried unanimously.

- VIII. Old Business None to Report
- IX. New Business None to Report
- X. Strategic Plan Report Berkely Young

Mr. Young presented a report that laid out details of a specific strategic plan for the future of Hickory-Conover Tourism Development Authority.

XI. The next TDA Board Meeting will be held on September 11, 2023 at 8:30 a.m. at the Hickory Metro Convention Center.

There being no further business, Chair Eckard adjourned the meeting at 9:35 a.m. XII.

Hickory-Conover Tourism Development Authority

Chairman Bruce Eckard