

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
April 11, 2022, 8:30 a.m.

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Catawba 1 meeting room of the Hickory Metro Convention Center on Monday, April 11, 2022, at 8:30 a.m., with the following members present:

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|---------------------|--------------|
| Bruce Eckard; Chair | |
| Tom Hart | Renee Keever |
| Lindsay Keisler | Leroy Lail |
| Mark Seaman | Warren Wood |
| Phil Yount | |

A quorum was present.

Also present were Scott Mitchell, Patrick McMurry, and Vicky Carpenter; all with the Architect/Design Team, Terry Taylor; Counsel, Mandy Hildebrand; CEO, Sarah Jones; Director of Sales and Marketing, and Amber Howard; Director of Events/TDA Clerk.

- I. Chair Eckard called the meeting to order at 8:31 a.m. All Board Members were present except for Patricia Hatch.

Ms. Jones introduced new Sales Assistant on the HCTDA staff, Kendyl Warren.

- II. Oath of Office for Tom Hart; Conover City Manager

Tom Hart was sworn in to the HCTDA Board by Ms. Taylor.

- III. Persons Wishing to be Heard (None Appearing)

- IV. Approval of Minutes

- A. Regular Meeting of March 14, 2022.

Chair Eckard moved, seconded by Mr. Lail, that the Minutes of March 14, 2022, be approved. The motion carried unanimously.

IV. Financial Reports

A. Event Comparison - Ms. Howard

Ms. Howard reviewed event comparison chart for March 2022 vs. March 2021. There were 18 events in March 2022, which is the first full month with all returning events since the Pandemic started.

B. Occupancy Tax - Ms. Hildebrand

Ms. Hildebrand discussed the occupancy tax chart which shows monies collected through February 2022. The total amount for the fiscal year thus far is 93% of the anticipated budget.

C. March 2022 Financials - Ms. Hildebrand

Ms. Hildebrand reviewed the March 2022 Financial Report. Month nine is 75% of the budget and income is at 80% without March Occupancy Tax and expenses are at 63%.

Mr. Yount moved, seconded by Mr. Wood, that the Financial Reports for March 2022 be approved. The motion carried unanimously.

V. New Business - None to Report

VI. Old Business

A. Change Order with Scope of Work Adjustments

Chair Eckard presented a change order from Scott Mitchell's team for \$34,300 with scope of work adjustments. The additional cost include time that went into documents and information needed to apply for EDA grant, updating existing restrooms in Catawba and adding a sports floor to the open space which was discussed at the building committee meeting.

Mr. Wood moved, seconded by Mr. Seaman, that the change order with scope of work adjustments be approved. The motion carried unanimously.

B. Update on Building Renovation/Addition

Mr. Mitchell presented the final suggested drawing for the renovation/addition and discussed final flooring and finishing plans. Mr. Mitchell feels confident that the project is ready to go for public bid.

Mr. Lail moved, seconded by Mr. Yount, that the project be put out for public bid as presented in the final drawing submitted by Mr. Mitchell. The motion carried unanimously.

Mr. Mitchell thanked his team that has been working with him on this project for the last three years.

Mr. Wood asked for an estimated timeline of construction once contractor is selected. Mr. Mitchell estimates 18 months to two years until project completion. He also said that there are internal items that need to be done before going out to bid, but it will go out soon and once bids are in, he will share it with the board, which could be at the June meeting, or a special meeting will be called in July.

Chair Eckard thanked Scott Mitchell and team for their work on this project as well as the City of Hickory team.

C. Resolution

Resolutions have been drafted by Ms. Taylor asking for support from the City of Hickory, City of Conover, and Catawba County. The resolution supports Senator Dean Proctor's request to the NC General Assembly to update the HCTDA legislation that would allow 2/3 of Occupancy Tax to go toward building costs/operations until 2039. City of Conover approved the resolution at its April 4 meeting, and it will be on an upcoming agenda at Hickory City Council and Catawba County Commissioners meetings.

Chair Eckard moved, seconded by Mr. Lail, that the resolution in support of the HCTDA's amendment to special legislation be approved. The motion carried unanimously.

VII. CEO Report - Ms. Hildebrand

National Travel & Tourism Week is May 1-7, 2022. There will be a proclamation presented from Conover, Hickory and Catawba County, a social media campaign, press releases, and a newsletter sent out to thank Tourism Partners.

Working with WPCOG on organizing HCTA's Capital Accounts.

Staff is still looking to fill part-time event operations staff positions and have also received a few resumes for the Facility Manager position.

FY 2022-2023 Budget - The plan is to have a draft budget at the May 9, 2022, meeting to share with the board. The Budget Hearing for the FY 2022-2023 budget will be on the June 13, 2022, agenda.

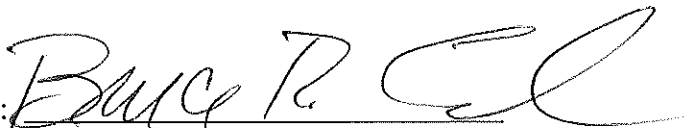
She gave an update on Sarah and team and the marketing opportunities we are part of which included filming with tourism partners with WCNC Charlotte today. WCNC will be back next week and there will also be opportunities with other stations in the drive market this summer. She also talked about a successful meeting with AAU wrestling and they have chosen two dates in 2023 to hold tournaments and already said he wants to be here for years to come.

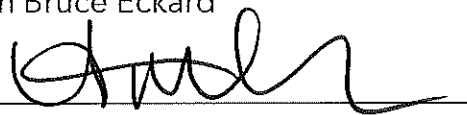
Mr. Seaman mentioned that the Shrine Bowl Football Game (middle school age) is most likely coming to Hickory. The event will bring around 600 hotel rooms over 3 nights, Dec. 28-31, 2022. Sponsorships will be needed for this event and the team is working on it.

VIII. The next HCTDA Board Meeting will be held on May 9 at 8:30 a.m. at the Hickory Metro Convention Center.

IX. There being no further business, motion was made to adjourn by Chair Eckard, seconded by Mr. Yount. The motion carried unanimously.

Hickory-Conover Tourism Development Authority

By: 
Chairman Bruce Eckard

Attest: 
Clerk to the Board