

**Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
August 12, 2019, 8:30 a.m.**

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Boardroom of the Hickory Metro Convention Center on Monday, August 12, 2019 at 8:30 a.m., with the following members present:

Bruce Eckard; Chair
Donald Duncan Patricia Hatch Leroy Lail
Renee Keever Lindsay Keisler Mark Seaman
Warren Wood Phil Yount

A quorum was present.

Also present were Terry Taylor; Counsel, Mandy Hildebrand; CEO, Sarah Davis; 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.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of June 10, 2019

Mr. Duncan moved, seconded by Ms. Keisler, that the Minutes of June 10, 2019 be approved. The motion carried unanimously.

B. Closed Session Meeting of June 10, 2019

Mr. Duncan moved, seconded by Ms. Keisler, that the Closed Session Minutes of June 10, 2019 be approved. The motion carried unanimously.

IV. Board Appointees

A. Reappointments

Ms. Taylor gave the Oath of Office to City of Hickory Appointees Patricia Hatch, Renee Keever (filling Brad Lail's unexpired terms 2019-2022), and Philip Yount (filling Matthew Pitts' unexpired terms 2019-2022).

B. Officer Elections

Mr. Yount made a motion, seconded by Mr. Lail, to reappoint Mr. Eckard as Chairman of the Board. The motion carried unanimously.

Mr. Duncan made a motion, seconded by Mr. Yount, to appoint Ms. Keever as Treasurer of the Board. The motion carried unanimously.

V. Approval of Financial Reports – Ms. Hildebrand

A. June 2019 Financial Report

Ms. Howard reviewed the comparison of events from June 2019 vs. June 2018.

Ms. Hildebrand presented the occupancy tax chart for May and June 2019. In Fiscal Year 2018-2019, occupancy tax was about 5.8% more than Fiscal Year 2017-2018.

Ms. Hildebrand reviewed the financial statement for June 2019. For the twelfth month of the Fiscal Year, income and expenses should be at 100% of the budget. Income is at 111% and expense is at 89.9% of the budget. Overall, net income was \$615,895.22.

Mr. Duncan moved, seconded by Mr. Wood, that the Financial Report for June 2019 be approved. The motion carried unanimously.

B. July 2019 Financial Report

Ms. Howard reviewed the comparison of events from July 2019 vs. July 2018.

There is no occupancy tax to report yet for July 2019.

Ms. Hildebrand reviewed the financial statement for July 2019. For the first month of the Fiscal Year, income and expenses should be at 8.3% of the budget. Income is at 2.2% and expenses is at 5.4% of the budget. This financial statement does not include July 2019 occupancy tax, which would most likely increase income to 8%.

Mr. Wood moved, seconded by Mr. Lail, that the Financial Report for July 2019 be approved. The motion carried unanimously.

VI. New Business – none to report

VII. Old Business – Chair Eckard

A. Update on Facility Renovation/Addition

Hickory City Council approved the contract with Architect Scott Mitchell for Phase 1 of the addition/renovation to the convention center. HCTDA budgeted money for it and cost is \$101,250.00. HCTDA will reimburse the City of Hickory for Phase 1 expenses.

Motion made by Chair Eckard, seconded by Mr. Duncan, to affirm the contract between City of Hickory and Scott Mitchell.

Chair Eckard announced that he would like to assemble a building committee which includes Kevin Green (Public Services, City of Hickory), Ms. Hildebrand, Mr. Wood, Ms. Keever, Mr. Lail, and himself. Chair Eckard moved, seconded by Mr. Wood, to create the building committee including the above persons. The Motion carried unanimously.

VIII. Marketing & Sales Report – Ms. Davis

Read email from Media Relations Specialist with VisitNC. She had visited the area and wanted to highlight some of the places that she visited while in town. Email was great and will be used in future marketing/sales collateral.

Shared article about the Hickory Crawdads from Our State Magazine.

Asked Board to follow Visit Hickory social media accounts.

Reviewed meeting and convention sales activity.

Reported hotel pickup for June and July events, with US Army JROTC using over \$1,000 room night reported thus far.

Reviewed sports sales activity.

IX. CEO Report – Ms. Hildebrand

Mentioned that Alan Jackson will have a report in October with information from post event surveys taken after events held at HMCC and a report that includes visitor information from surveys in Visitors Center as well as the Catawba County Chamber of Commerce office.

Fiscal Year 2018-2019 Audit has begun, and goal is to be report Audit at December HCTDA Board Meeting.

- X. The next TDA Board Meeting will be held on Monday, September 9, 2019 8:30 a.m. in the Boardroom of the Hickory Metro Convention Center.
- XI. There being no further business, motion was made at 9:26 a.m. 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