

**Hickory-Conover Tourism Development Authority**  
**Regular Meeting Minutes**  
**February 9, 2020, 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, February 9, 2020 at 8:30 a.m., with the following members present:

	Bruce Eckard; Chair	
Donald Duncan	Patricia Hatch	Leroy Lail
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 8:32 a.m.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of January 13, 2020

Mr. Yount moved, seconded by Mr. Duncan, that the Minutes of January 13, 2020 be approved. The motion carried unanimously.

IV. Approval of Financial Reports - Ms. Hildebrand

A. January 2020 Financial Report

Ms. Hildebrand reviewed comparison of events for January 2020 vs. January 2019 and event revenue chart. There was more revenue collected in January 2020 than January 2019. Event revenue is at 70.4% at the end of seven months.

Ms. Hildebrand also reviewed the occupancy tax chart which shows revenues collected

through December 2019. Tax collected is at about 50% of budget.

Ms. Hildebrand reviewed financial report for January 2020. For the seventh month of the Fiscal Year, income and expenses should be at 58% of the budget. Income is at 54.8% without January Occupancy Tax and expenses are at 47.8%.

Mr. Lail moved, seconded by Mr. Duncan, that the Financial Report for January 2020 be approved. The motion carried unanimously.

## V. New Business

### A. Interlocal Agreement with City of Hickory

An updated agreement was created to reimburse the City of Hickory on invoices related to the renovation and addition for Phase II. This agreement will be valid for paying off new debt in the future.

Motion made by Chair Eckard to approve Interlocal Agreement with City of Hickory, seconded by Mr. Wood. The motion carried unanimously.

### B. Capital Project Ordinance #1

An ordinance was created for the fee of Scott Mitchell's team for Phase II of the renovation/addition, which includes the building phase.

Mr. Wood moved, seconded by Mr. Lail, to approve Capital Project Ordinance #1. The motion carried unanimously.

Discussion ensued regarding the City of Hickory Council Meeting.

Hickory City Council approved the Interlocal Agreement, but did not approve Scott Mitchell's contract, as one of the Council Members had a question regarding contract cost. Mr. Wood added that he spoke with Scott Mitchell about the upcoming presentation with Mr. Mitchell to City Council, which will be later this month.

## VI. Old Business - None to Report

## VII. Sales & Marketing Report - Ms. Davis

### A. Sales

Received new RFP's for 2021 NC Republican Convention, UNC School of Government events, and NC Automotive Recyclers Association.

### B. Marketing

Visitor Guide is in the process of being updated. All design is now done in house.

Website - gave snapshot for previous month (January 2020- early February 2020) on statistics such as views, average session duration, etc. Statistics show that most of the views come from Visit Hickory Facebook page which is linked to our website. The Convention Center piece of website is one of the most visited pages on website.

Majority of website views during a month snapshot (January 2020 - early February 2020) are coming from Charlotte area. Nashville, TN and Raleigh are next on the list - this helps team know which marketing pieces are working in which regions. Ms. Taylor commented that Nashville, TN is also the home of the corporate for Frye Medical Center, so that could be some of the reason for such a presence from that area. Mr. Wood asked if there is a way to breakdown what cities, counties, etc. that each region contains. Ms. Davis will look further data to see if there is information on each region.

Another interesting statistic is the age range of those who are viewing our website - data shows ages all over the board, from 18-64 years in age.

Instagram - over 1,300 followers. Facebook - over 3,600 total likes and followers.

Print & Digital Advertising - ads printed in publications such as: Our State Magazine and Sports Events Magazine. Sports Planning Guide - two-page spread. Western North Carolina Magazine, Wester Piedmont Symphony Program Book. Convention South - nominated as one of the best small-town advertisements. Visit NC Co-op ad in NC Market Publications (Raleigh, Charlotte, etc.). Ms. Davis wants TDA to realize that staff create all of these ads in house - which saves money. Catawba Valley Pottery Festival Program. April issue for Our State magazine. Visit NC 365 2020 Conference Program.

- VIII. The next TDA Board Meeting will be held on Monday, March 9, 2020 at 8:30 a.m. in the Boardroom of the Hickory Metro Convention Center.
- IX. There being no further business, motion was made at 9:20 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