

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
February 14, 2022, 8:30 a.m.

A regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Conover 3 meeting room of the Hickory Metro Convention Center on Monday, February 14, 2022 at 8:30 a.m., with the following members present:

Chair Bruce Eckard	
Renee Keever	Lindsay Keisler
Leroy Lail	Mark Seaman
Phil Yount	

A quorum was present.

Also present were Terry Taylor; Attorney, Scott Mitchell; Architect, Alan Jackson; IT Tech, Mandy Hildebrand; CEO, Sarah Jones; Director of Sales & Marketing, and Amber Howard; Director of Events/TDA Clerk.

I. Mr. Eckard called the meeting to order at 8:31 a.m. Patricia Hatch, Warren Wood, and the Interim Conover City Manager, Jimmy Clark, were not in attendance.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of January 10, 2022

Mr. Yount moved, seconded by Mr. Lail, that the Minutes of January 10, 2022 be approved. The motion carried unanimously.

IV. Financial Reports - Nothing to Report; Financial Report for January 2022 will be presented at the March 2022 HCTDA Board Meeting.

VI. New Business - Nothing to Report

VII. Old Business

A. Building Renovation/Addition

Mr. Mitchel presented a rendering of the current version of the building renovation/addition. HCTDA is waiting to hear back about the EDA Grant that was

applied for asking for \$2million to assist with costs. Until the grant is approved or denied, the bid will be put on hold, as it will have to be written different based on if grant is received or not. Ms. Hildebrand said that a decision regarding the grant should be made by March. Discussion ensued regarding possible grant. Discussion also continued regarding the flooring of the new addition and what type of events can be held in that space.

VIII. Sales & Marketing Report

Ms. Jones introduced Chrystal Dieter, who has been hired as the Visitor Center Coordinator. Ms. Jones said that Ms. Dieter is the right person for the job and has already been a great addition to the staff.

Discussed advertisements that are in the works for Visit NC and Our State. Staff is working on updating the Visitors Guide and Points of Interest Maps.

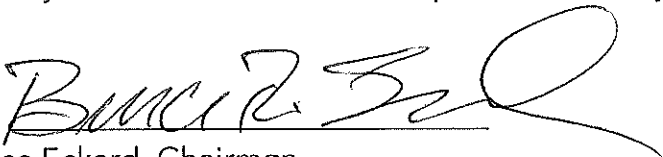
IX. CEO Report

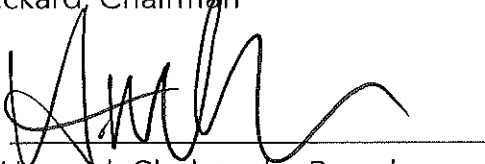
Ms. Hildebrand reported that December 2021 was the highest December in HCTDA history for Occupancy Tax. Ms. Keever added that January 2022 should be a good month also.

IX. The next HCTDA Board Meeting will be held on March 14, 2022 at 8:30 a.m. at the Hickory Metro Convention Center.

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

Hickory-Conover Tourism Development Authority

By: 
Bruce Eckard, Chairman

Attest: 
Amber Howard, Clerk to the Board