

**Hickory-Conover Tourism Development Authority**  
**Regular Meeting Minutes**  
**April 12, 2021, 8:30 a.m.**

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Catawba 2 meeting room of the Hickory Metro Convention Center on Monday, April 12, 2021 at 8:30 a.m., with the following members present:

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

A quorum was present.

Also present were Scott Mitchell; Architect, 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 8:30 a.m. All Board Members were present except for Lindsay Keisler.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes
  - A. Regular Meeting of March 8, 2021.

Mr. Yount moved, seconded by Mr. Wood, that the Minutes of March 8, 2021 be approved. The motion carried unanimously.

IV. Financial Reports

A. Event Revenue – Ms. Howard

Ms. Howard presented a chart which shows event revenue collected from July 2020 through March 2021. She also discussed the list of events for July 2020 through June 2021, and those anticipated to take place April through June 2022. Estimated event revenue for Fiscal Year 2020-2021 is \$172,351.75, which is less than what was budgeted due to the COVID-19 pandemic causing event cancelations.

B. March 2021 Financial Report - Ms. Hildebrand

For the ninth month of the Fiscal Year, income and expense should be at 75%. Overall, income is at 64.3% of what was budgeted without March occupancy tax, and expense is at 59% of what was budgeted.

The finance report shows the PPP Loan in blue font under income. This money has to be listed as a separate line item from the normal operating income.

Mr. Lail moved, seconded by Mr. Yount, that the Financial Report for March 2021 be approved. The motion carried unanimously.

V. New Business

A. Liazzo's Payment Change Request Fiscal Year 2020-2021

Ms. Hildebrand said that due to lack of events, Jessica Fryer and Tammy Koenig; Owners of Liazzo's Catering, have requested a reduction in fees for the remainder of Fiscal Year 2020-2021.

Mr. Lail suggest that Ms. Hildebrand speak with Liazzo's regarding the business they do outside the convention center and perhaps asking for a small percentage of that business as well, since they use convention center kitchen to cook out of for those event. Mr. Wood agrees that their overall caterings outside business that is done at HMCC be looked at for a percentage to be received by HCTDA for overheard.

Mr. Duncan commented that the deal we have with Liazzo's being our sole caterer is a good one due to the fact that before when we had a list of seven caterers it was a nightmare and Ms. Keever added that we have a lot less complaints about food now that we have one caterer.

Mr. Wood moved, seconded by Mr. Seaman, that the payment change requested by Liazzo's be approved. The motion carried unanimously.

Chairman Eckard appointed Donald Duncan, Renee Keever, Patricia Hatch, Terry Taylor and Ms. Hildebrand to be on the catering committee as the current contract ends January 2022.

## VI. Old Business

### A. Second Scope Addition (Design Team) for Professional Services

Chair Eckard discussed the updated plan for the addition/renovation for the convention center. The updated cost for professional services is expected to be \$888,250.

Mr. Mitchell commented that they are in the design development phase at this time. His team is hoping to start the bidding process mid-October 2021. Construction could possibly start Winter of 2021. The construction time is estimated to take up to two years.

Mr. Lail updated work that is being done on the Furniture Hall of Fame.

Mr. Wood moved, seconded by Mr. Seaman, that the Second Scope contract for the professional services for the convention center addition/renovation be approved. Motion was carried unanimously.

Chair Eckard requested a building committee moving forward of Ms. Keever, Mr. Duncan, himself, and Ms. Hildebrand. He also requested that Mr. Lail be in charge of all Furniture Hall of Fame projects and/or donations. Mr. Lail commented that there was previously a group, Catawba Valley Hospitality & Tourism Alliance, and that group should be re-established and could help take care of some of the work with the Furniture Hall of Fame.

Mr. Wood moved, seconded by Mr. Duncan, that a building committee be made up of Mr. Duncan, Ms. Keever, Chair Eckard, and Ms. Hildebrand and that Mr. Lail head up all Furniture Hall of Fame related projects and/or donations. The motion carried unanimously.

Chair Eckard asked if perhaps there is a way the HCTDA could collect a 1% food/beverage tax. Mr. Lail commented that

## VII. Sales & Marketing and CEO Reports

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

National Junior College Basketball Association Women's D2 Championship - previously in Michigan but moved to Hickory last minute for the event. There are 16 teams in the tournament, which will be held April 20-24. Most teams will stay three-four nights. Ms. Davis is the housing rep for the teams. The tournament will take place at Catawba Valley Community College.

Ms. Davis and Mr. Seaman meet with North & South Carolina AAU representative last week to talk about bringing some of the AAU state games to our area.

The new Destination Guide is complete. It was an in-house production that staff is very proud of. 9500 copies were printed.

Mr. Mitchell (Architect) added that once we get the multipurpose addition to the convention center, we need to know what the competition does as far as renting floors and equipment.

#### B. CEO Report

Marketing videos will be released in the next few weeks; one focuses on convention center and how the building is safely open. Another video focuses on visitors and will be presented at the Virtual VisitNC Conference later this month.

Train Expo over the weekend was a two-day event and was heavily attended. Many vendors stayed overnight in hotels and commented how great their stay has been, specifically the hospitality of the Best Western.

Lady Bass Anglers are returning next month for their National Tournament.

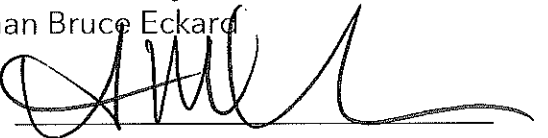
HCTDA staff was the first group to zoom with the Visitor's Centers across the state. The decision was also made to personally visit all nine Welcome Center's in NC to hand deliver the new Destination Guides.

Ms. Hildebrand is in process of predicting income and revenues for end of Fiscal Year 2020-2021. She is also creating the budget for Fiscal Year 2021-2022.

- VIII. The next HCTDA Board Meeting will be held on May 10 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