

**Hickory-Conover Tourism Development Authority**  
**Regular Meeting Minutes**  
**August 9, 2021, 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, August 9, 2021 at 8:30 a.m., with the following members present:

Donald Duncan	Renee Keever
Lindsay Keisler	Mark Seaman
Phil Yount	Warren Wood

Leroy Lail attended the meeting via telephone

A quorum was present.

Also present were Mandy Hildebrand; CEO, Sarah Davis; Director of Sales & Marketing, and Amber Howard; Director of Events/TDA Clerk.

- I. Ms. Keever (HCTDA Treasurer) called the meeting to order at 8:34 a.m. Leroy Lail attended the meeting via conference call. Board Members not present were Bruce Eckard and Patricia Hatch.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes
  - A. Regular Meeting of June 14, 2021

Mr. Yount moved, seconded by Mr. Wood, that the Minutes of June 14, 2021 be approved. The motion carried unanimously.
  - B. Closed Session of June 14, 2021.

Mr. Wood moved, seconded by Mr. Yount, that the Closed Session Minutes of June 14, 2021 be approved. The motion carried unanimously.
- IV. Financial Reports
  - A. Event Revenue – Ms. Howard

Ms. Howard reviewed the event revenue chart for June 2021. HCTDA finished the 2020-2021 Fiscal Year at \$247,779.89, which was more event revenue than anticipated.

Ms. Howard reviewed the event revenue chart for July 2021. HCTDA has a busy July, collecting \$54,156.23 in event revenue.

B. Occupancy Tax - Ms. Hildebrand

Ms. Hildebrand discussed the occupancy tax chart which shows monies collected for Fiscal Year 2020-2021. HCTDA finished the Fiscal Year with \$1,472,284.99, which was \$138.9% of what was budgeted.

C. June 2021 Financial Report - Ms. Hildebrand

Ms. Hildebrand reviewed the June 2021 Financial Report & discussed end results for Fiscal Year 2020-2021. Income for the year was at 107.1% and expenses ended up at 81%, with a total of \$518,072 going to fund balance.

Mr. Wood moved, seconded by Ms. Keisler, that the Financial Report for June 2021 be approved. The motion carried unanimously.

D. July 2021 Financial Report - Ms. Hildebrand

Ms. Hildebrand reviewed the July 2021 Financial Report. For the first month of the Fiscal Year, numbers reflected should be at 8.3% of what was budgeted. On the income side, HCTDA is at 2.9% (without July Occupancy Tax) and expenses are at 4.4%.

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

V. New Business

A. Financial Administration Proposal from Western Piedmont Council of Governments

Ms. Hildebrand said that because Bookkeeper Betsy Wilson is selling her home with plans to move to South Carolina later this year, staff has met with WPCOG about taking over the financials for HCTDA. Ms. Hildebrand feels that working with the WPCOG is the smartest move for the HCTDA and although, is a bit more costly, will be well worth it. WPCOG has governmental accounting software and Certified Finance Officers, which are both needed by HCTDA, especially with new rules and revision in government financing. A 3-year agreement, starting in January 2022, in the amount of \$48,216 was

drawn up by WPCOG and HCTDA Attorney Terry Taylor has made necessary changes and staff would like to move forward with the contract.

Ms. Keiser moved, seconded by Mr. Seaman, that the contract for the period beginning January 1, 2022 through December 31, 2022 for 1,300 per month, January 1, 2023 through December 31, 2023 for \$1,339 per month, and January 1, 2024 through December 31, 2024 for 1,379 per month from Western Piedmont Council of Government to take over the financials for HCTDA be approved. The motion carried unanimously.

#### VI. Old Business - None to Report

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

##### A. Meeting & Convention Sales

Working with the Gideons International on a 2024 and 2028 Conference. The Gideons would like to put Hickory on a four-year rotation and sign multiple year contracts.

Rural Community College Alliance will meet at CVCC in September 2021. This is a national conference will 200+ overnight rooms, bringing in college liaisons from around the Country.

Camp for a Cause (Laurie Hernandez Invitational) will be in Hickory in November 2021 - this meet is a qualifier for the larger Championship in Puerto Rico. This event will bring in several hundreds of gymnasts and their families.

##### B. Pickup

Still collecting rates from US Army JROTC Regional Instructor Training and Home Furnishings Manufacturing Expo's, but July is expected to be a great month.

##### C. Marketing

Signed an agreement with Sports Destination Magazine to do digital ads (they are easier to track). There will also be a feature article about Hickory hosting gymnastics event in the September/October issue.

Created a 1.5-page site inspection sheet with advertisement in the NC Sports Guide. This ad is similar to what has been done with them in the past.

Will be attending the Sports Relationship Conference in October 2021 with Brendan Boyd (City of Hickory Parks, Recreation & Sports).

VIII. CEO Report - Mandy Hildebrand

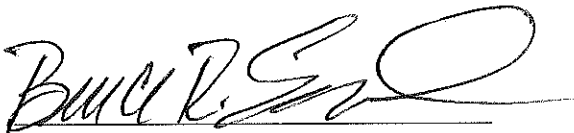
Scott Mitchell (Architect) plans to give a presentation at the September 13 HCTDA Board Meeting. Mr. Mitchell said he and his team should be about 90% complete by that meeting. It is anticipated that final plans will be presented in November 2021 and the project will go out to bid in December 2021.

The Fiscal Year 2020-2021 Audit is underway.

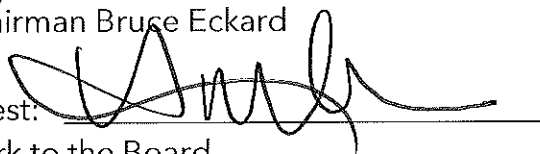
Job descriptions for a Visitor Center Coordinator, Administrative Assistant and a Junior Sales Position are being finalized.

- IX. The next HCTDA Board Meeting will be held on September 13 at 8:30 a.m. at the Hickory Metro Convention Center.
- X. There being no further business, motion was made to adjourn by Ms. Keever, seconded by Mr. Yount. The motion carried unanimously.

Hickory-Conover Tourism Development Authority

By: 

Chairman Bruce Eckard

Attest: 

Clerk to the Board

f