

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
January 10, 2022, 8:30 a.m.

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Catawba 1 meeting room of the Hickory Metro Convention Center on Monday, January 10, 2022 at 8:30 a.m., with the following members present:

Chair Bruce Eckard	
Patricia Hatch	Renee Keever
Lindsay Keisler	Leroy Lail
Mark Seaman	Warren Wood

A quorum was present.

Also present were Terry Taylor; Attorney, Mandy Hildebrand; CEO, and Amber Howard; Director of Events/TDA Clerk.

I. Mr. Eckard called the meeting to order at 8:33 a.m. Phil Yount and the Interim Conover City Manager, Jimmy Clark, was not in attendance.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of December 13, 2021

Mr. Lail moved, seconded by Mr. Wood, that the Minutes of December 13, 2021 be approved. The motion carried unanimously.

IV. Financial Reports

A. Event Revenue

Ms. Howard reviewed the event comparison chart and the event revenue chart with numbers for December 2021. In December 2020, there were five events, but those events brought in larger event revenue numbers than the 13 events held in December 2021. For the fiscal year, event revenue is at 51.9%.

B. Occupancy Tax

Ms. Hildebrand discussed the occupancy tax chart which shows monies collected through November 2021. The total amount for the fiscal year thus far is 62.7% of the anticipated budget.

Mr. Lail expressed concern over the short-term rental properties in the Hickory Metro that are not paying occupancy tax. Ms. Hatch reported that she has met with a colleague on the matter that a company could be hired to do an audit of all short-term rental properties in the area. Currently there is a lawsuit in the state of North Carolina regarding short term rentals and Authority of local government to require permits. Ms. Taylor expanded on the details of the lawsuit. Ms. Hildebrand said that AirBnB and VRBO and Priceline are paying occupancy tax and that was good information the board was glad to hear. Discussion ensued regarding short term rentals and occupancy tax and at this time no action needs to be taken with getting an audit done on AirBnBs, etc.

C. December 2021 Financial Report

Ms. Hildebrand reviewed the December 2021 Financial Report. Month six is 50% of the budget and income is at 53.6% without November Occupancy Tax and expenses are at 39.8%.

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

VI. New Business

A. Fiscal Year 2022-2023 Budgeting Process

Chair Eckard believes that in the upcoming Fiscal Year, HCTDA should begin paying the City of Hickory on the future debt for the expansion. In addition, more than \$500,000 is owed to the City of Hickory for architect services for the new rendition of the expansion. It will take around two years to construct the new addition/renovation, so it would be great to get ahead.

VII. Old Business - None to Report

VIII. CEO Report

Ms. Hildebrand reported that Scott Mitchell, Architect, plans to attend the February 14, 2022 HCTDA meeting to give an update to the board on the construction drawings.

Ms. Hildebrand said the EDA Grant is almost complete and will be submitted once a few more letters of support are received.

Ms. Hildebrand reported that staff is working with WPCOG for the first week of financial services. It is a new process to learn, but staff is confident this will be beneficial to the organization.

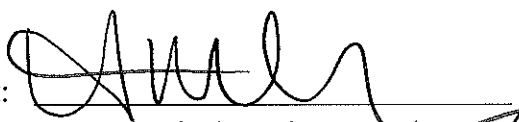
Ms. Hildebrand said that a new Visitors Center Coordinator has been hired and will begin her employment with HCTDA on January 31. The new hire is Chrystal Dieter, a current employee of the City of Hickory and is from the area and has a multitude of skills that will be helpful to the HCTDA.

Ms. Hildebrand also said that there is another position open, for a Sales Assistant, and soon there will be a Facility Manager position available as Bob O'Keefe is retiring July 1.

- IX. The next HCTDA Board Meeting will be held on February 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