

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
July 17, 2023, 8:00 a.m.

A Regular Meeting on the Hickory-Conover Tourism Development Authority Board of Directors was held in the Startown Room of the Hilton Garden Inn on Monday, July 16, 2023, at 8:00 a.m., with the following members present:

	Bruce Eckard; Chair	
Tom Hart	Patricia Hatch	Renee Keever
Lindsay Keisler		Mark Seaman

A quorum was present.

Also present were Madelyn Matlock & Berkeley Young; Young Strategies, Melanie Jordan; City of Conover Intern, Rick Beasley; Hickory Assistant City Manager, Terry Taylor; Counsel, Elizabeth Clark, Marketing Coordinator, Mandy Hildebrand; CEO, Sarah Jones; Director of Sales and Marketing, and Amber Howard; HCTDA Clerk/Director of Events.

- I. Chair Eckard called the meeting to order at 8:08 a.m. All Board Members were present except Leroy Lail and Warren Wood.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes – Chair Eckard
 - A. Regular Meeting of June 12, 2023

Chair Eckard moved, seconded by Mr. Seaman, that the minutes of June 12, 2023 be approved. The motion carried unanimously.
 - B. Closed Session Meeting of June 12, 2023

Chair Eckard moved, seconded by Mr. Seaman, that the minutes of June 12, 2023 be approved. The motion carried unanimously.
- IV. Financial Reports – Ms. Hildebrand
 - A. June 2023 Financial Report

Ms. Hildebrand reviewed the June 2023 Financial Report. For the twelfth month of the Fiscal Year, income and expense should be at 100%. Overall, financials are at 112.09% of budgeted income without June Occupancy Tax and 68% of budgeted expenses.

Mr. Seaman moved, seconded by Ms. Keisler that the Financial Report for June 2023 be approved. The motion carried unanimously.

V. Old Business – Chair Eckard

A. Addition to CEO Evaluation

Chair Eckard said that the CEO is requesting as part of her annual evaluation and increase that she begins earning 20 days of vacation per year as she has been in the local government (City of Hickory and HCTDA) for 25 years as of May 2023. When Ms. Hildebrand began her career with HCTDA in October 2015, her sick time was carried over, but vacation time earned restarted with the new organization. Currently Ms. Hildebrand earns 12 vacation days per year.

Mr. Seaman moved, seconded by Mr. Hart that Ms. Hildebrand will have 20 days of vacation per year in addition to her previously determined annual increase. The motion carried unanimously.

VI. New Business – Chair Eckard

Mr. Beasley reported that City of Hickory Council will be nominating Ms. Kimberly George to fill Phil Yount's unexpired term through June 2025.

VII. Retreat

Young Strategies has been working with the Hickory Metro Convention Center and Visitors Bureau team on a strategic marketing plan. Work began in January 2023 and Berkeley Young gave an update on current hotel lodging data as well as results from a survey about the Hickory Metro being a visitor destination. Berkeley shared data with the board and board members asked questions and expressed opinions and ideas for the future. Staff also provided feedback. Berkeley will be at the August 14, 2023, HCTDA meeting where he will present a draft for a Strategic Tourism Marketing Plan.

VIII. The next TDA Board Meeting will be held on August 14, 2023 at 8:30 a.m. at the Hickory Metro Convention Center.

- IX. There being no further business, motion was made by Chair Eckard adjourned the meeting at 12:12 p.m.

Hickory-Conover Tourism Development Authority

By: 

Chairman Bruce Eckard

Attest: 

Clerk to the Board