

**Hickory-Conover Tourism Development Authority**  
**Regular Meeting Minutes**  
**October 11, 2021, 8:30 a.m.**

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Conover 2 meeting room of the Hickory Metro Convention Center on Monday, October 11, 2021 at 8:30 a.m., with the following members present:

Chair Bruce Eckard

Donald Duncan  
Renee Keever  
Leroy Lail  
Phil Yount

Patricia Hatch  
Lindsay Keisler  
Mark Seaman  
Warren Wood

A quorum was present.

Also present were Alan Jackson; IT/Audio Visual Tech; Terry Taylor; Attorney and Amber Howard; Director of Events/TDA Clerk.

- I. Mr. Eckard called the meeting to order at 8:32 a.m. Mandy Hildebrand attended the meeting via zoom.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes

A. Regular Meeting of September 13, 2021

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

IV. Financial Reports

A. Event Revenue - Ms. Howard

Ms. Howard reviewed the event comparison chart and the event revenue chart with numbers for September 2021. September 2021 was a good month with 22 events, the National Narrow Gauge Train Convention being the event that produced the most revenue and brought in the highest number of attendees.

B. Occupancy Tax - Ms. Hildebrand

Ms. Hildebrand discussed the occupancy tax chart which shows monies collected through August 2021. The number is more than predicted, making the total amount for the fiscal year at 23.7% of the budget.

C. September 2021 Financial Report - Ms. Hildebrand

Ms. Hildebrand reviewed the September 2021 Financial Report. For month three, numbers should be at 25% of the budget. Income is at 23.8% and expenses are at 15.1%.

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

V. New Business - None to Report

VI. Old Business - None to Report

Discussed updates to the plans for the renovation and additions. Mr. Seaman and Ms. Howard reviewed the highlights of the meeting from last week with Scott Mitchell, Architect. Ms. Howard said that electricity and spectator seating was discussed for the addition and Mr. Seaman added that there are concerns with the number of spectator seats. Mitchell plans to hold a Building Committee meeting in late October or early November.

VII. CEO Report - Mandy Hildebrand

Received over 30 applications for the Visitor Center Coordinator/Administrative Assistant position.

Catering committee will meet today to discuss the future catering contract.

Working on EDA grant application with Western Piedmont Council of Government for monies for the addition/renovation.

Met virtually with Our State Magazine. The magazine will focus on downtown Hickory in the January 2022 edition.

Chair Eckard congratulated Mr. Duncan on his new position as the Caldwell County Manager and asked Mr. Duncan if he has any words of wisdom for the Board. Mr. Duncan said that he believes we have excellent leadership and the strongest Board in the history of the HCTDA. Chair Eckard added that Mr. Duncan's service to not only the HCTDA but also the community is appreciated.

VIII. The next HCTDA Board Meeting will be held on November 8 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