

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
September 13, 2021, 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, September 13, 2021 at 8:30 a.m., with the following members present:

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

A quorum was present.

Also present were Scott Mitchell; Architect, Mandy Hildebrand; CEO, Bob O’Keefe; Facilities Manager, and Paul Culpepper; Attorney.

I. Chair Eckard called the meeting to order at 8:30 a.m.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of August 9, 2021

Mr. Yount moved, seconded by Mr. Duncan, that the Minutes of August 9, 2021, be approved. The motion carried unanimously.

IV. Approval of Financial Reports – Ms. Hildebrand

A. August 2021 Financial Report

Ms. Hildebrand compared meetings/events from August 2020 and August 2021. August 2021 event revenue was \$40,979.12 compared to August 2020 \$10, 231.65 as in 2020 most of the meetings were non-revenue events and due to COVID most meetings and events were canceled in August 2020. Looking at events in FY 2021-22, event revenue is about \$95,000 in two months and at 22.3 percent of expected income for the year, which

is a positive. The Furniture Expo in July and MDI in August were big events thus far this year.

Ms. Hildebrand reported that the July 2021 Occupancy Tax was higher than anticipated at \$184,453.39.

Ms. Hildebrand reviewed August 2021 financial report. August is the second month of the year which is about 16.7 % of the year, so the budget is usually compared to that number. On the revenue side, HCTDA is at 13.5 % without August Occupancy Tax and expenses are at 9.4 %. line item. Details on Expenses for the FY 21-22 year per approved budget category Personnel (11.8%), Operating (9.2%), Debt (16.9%) and Capital (0%).

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

V. New Business

- A. Mr. Wood contacted Ms. Hildebrand about working with the Western Piedmont Council of Governments (WPCOG) about applying for a grant from the Economic Development Administration (EDA) that could go toward the addition to the convention center. The EDA has a Travel, Tourism and Outdoor Recreation grant and maybe others that could be applied for to help pay for the addition which will bring more visitors to the community. A meeting with WPCOG, Hickory City Management and Ms. Hildebrand will be held on September 17 to discuss the process and Grant application requirements.

VI. Old Business

- A. Architect Scott Mitchell gave a presentation on the addition and renovation plan at the convention center. The presentation included the schematic site plan, details of the 35,000 square foot addition, meeting rooms, ball room, additional dock entrances, Furniture Hall of Fame area, the outside view of looking southeast toward the new west entry, as well as examples of other new and existing entrances. The renovation and addition also include a covered walkway between the parking deck and the current entrance of the convention center, which will continue to be the main entrance to the center. The entrance area of the main entrance will also include a covered area before entering the building and the architect team continues to work on those configurations.

Mr. Mitchell and his team are about 85% done with the construction drawings and it could be ready to go out to bid by the end of October or can wait until January 2022. He said

that the original budget was \$13 million but with the increase of building materials it could become a \$15 million project. Mr. Mitchell's recommendation is to put it out to bid in January 2022 for many reasons with one being the costs of materials right now along with other large projects about to go out to bid. In addition, with a little more extra time, specific electrical and lighting needs for the 35,000 square foot expansion with 30-foot ceilings can be discussed with sports and/or meeting planners that bring events to large expo spaces.

Mr. Mitchell along with Mr. Seaman, Ms. Hildebrand, Ms. Howard, Ms. Davis and Brendan Boyd, City of Hickory Sports Tourism Coordinator and others plan to meet to discuss electrical and lighting needs of sport and expo planners. The Building Committee meeting will take place after this group meets.

The HCTDA agreed with Mr. Mitchell's recommendation to put the project out to bid in early 2022.

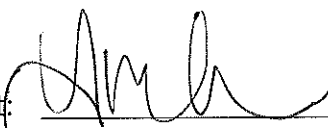
VII. CEO Report – Ms. Hildebrand

- Sarah Davis is at a sports conference in Asheville and there are meetings and conferences coming up this fall and we are looking forward to participating in them. It's time to reconnect in person with some important planners and partners.
- Annual Report – Recap of FY 20-21 – distributed to the board at the meeting.
- PPP loan is now forgiven. On August 17, 2021, the \$130,502 used to pay personnel costs for three months was forgiven by the SBA.
- Underway with the FY 20-21 Audit.
- Applications for the Visitor Center Coordinator/Administrative Assistant is open until September 24, 2021.
- Metal grid on the parking deck removed, which has been discussed over the years to remove or add to it to make it larger to fit the scale of the parking deck. It would have been more than \$25,000 to make it larger and \$5,800 to take it down. Conover Metal Products took it down on August 31.
- Working with the WPCOG to set up the new financial system we will start using 100 percent on January 1, 2022.
- Catering Contract – will set up a committee meeting by the October board meeting. Committee members are Ms. Keever, Mr. Duncan, Ms. Hatch as well as Terry Taylor and Ms. Hildebrand. Committee can meet prior to meeting with Jessica Fryer and Tammy Koenig, Liazzo's owners.

VIII. There being no further business, motion was made at 9:35 a.m. to adjourn by Chair Eckard, seconded by Mr. Yount. The motion carried unanimously. The next HCTDA Board Meeting will be held on October 11 at 8:30 a.m. at the Hickory Metro Convention Center.

Hickory-Conover Tourism Development Authority

By: 
Chairman Bruce Eckard

Attest: 
Clerk to the Board