

**Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
January 13, 2020, 8:30 a.m.**

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Boardroom of the Hickory Metro Convention Center on Monday, January 13, 2020 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, Kevin Greer; City of Hickory, Terry Taylor; Counsel, Mandy Hildebrand; CEO, Sarah Davis; Director of Sales and Marketing, and Amber Howard; Director of Events/TDA Clerk.

I. Chair Eckard called the meeting to order at 8:32 a.m.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of December 9, 2019

Mr. Yount moved, seconded by Mr. Duncan, that the Minutes of December 9, 2019 be approved. The motion carried unanimously.

IV. Approval of Financial Reports - Ms. Hildebrand

A. December 2019 Financial Report

Ms. Howard reviewed comparison of events for December 2019 vs. December 2018.

Ms. Howard reviewed event revenue chart for December 2019.

Ms. Hildebrand reviewed Occupancy Tax Chart.

Ms. Hildebrand reviewed financial report for December 2019. For the sixth month of the Fiscal Year, income and expenses should be at 50% of the budget. Income is at 44% without December Occupancy Tax and expenses are at 37.7%.

Mr. Lail moved; seconded by Mr. Duncan to approve Mr. Mitchell's contract for Phase Two of renovation/addition with changes to section 5 as suggested by Ms. Taylor. Motion unanimously approved.

Mr. Wood commented that he will present contract to Hickory City Council on February 4.

Mr. Greer commented that the design process will be a little over a year and then we would be likely start on interior items first.

At the Next HCTDA Meeting there will be a Capital Project Ordinance presented along with an interlocal agreement between the HCTDA and the City of Hickory.

VI. Old Business

A. Short Term Rentals & Occupancy Tax

Ms. Taylor researched, as requested by Board at December meeting, HCTDA Occupancy Tax specific to short term rentals. Ms. Taylor reviewed memo which states that the City of Hickory is our agent and they have a right to take an administrative fee for the collection of occupancy tax, which they do not currently collect. HCTDA receives a check every month comprised of the occupancy tax properties that City of Hickory collect from but there is not currently a breakdown of how much each property pays. The owners of the hotel are responsible for sending in moneys to the City of Hickory. Currently the City collects from 24 properties and/or organizations like Air B&B.

Ms. Taylor suggested that TDA put material on HMCC-CVB website, City of Hickory website, and City of Conover's website so that properties are able to find the correct information for the collection process so that all can be compliant.

VII. CEO Report - Ms. Hildebrand

Ms. Hildebrand discussed External Funding Request for Fiscal Year 2020-2021 to City of Hickory, City of Conover, and Catawba County. All funds are used for marketing and Visit NC 365 Conference in 2021.

VIII. Sales & Marketing Report - Ms. Davis

Updated current meeting/conference sales opportunities that staff is working to bring to the Hickory Metro.

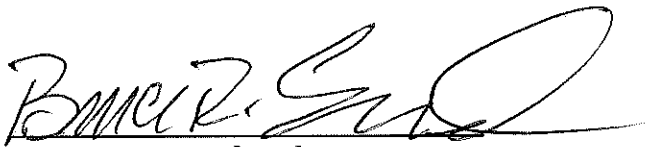
- Manufacturing Con - 2020
- NC Gang Investigators Association - October 2020
- NC Chiropractic Association - September 2022
- NC Farm Bureau - December 2025

- NC Pupil Transportation Association - June 2022 (two-year rotation)

Reported that the US Army JROTC Drill Meet has cancelled for February 14-15.

- IX. The next TDA Board Meeting will be held on Monday, February 10, 2020 at 8:30 a.m. in the Boardroom of the Hickory Metro Convention Center.
- X. There being no further business, motion was made at 9:09 a.m. 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