

**MINUTES OF CLOSED SESSION
HICKORY-CONOVER TOURISM DEVELOPMENT AUTHORITY
JUNE 10, 2019**

On June 10, 2019, at approximately 9:05 a.m. following the regular meeting of the Hickory-Conover Tourism Development Authority Board of Directors, upon motion followed by unanimous vote of the Board of Directors, the Board retired into closed session pursuant to N.C.G.S. §143-318.11(a)(6) to consult with the CEO and Town Attorney regarding the following:

Consider the qualifications, competence performance, condition of appointment of a public officer or employee or prospective public officer or employee, and will contain a Closed Session meeting as permitted under N.C.G.S. 143-318(a)(6).

The following Board Members were present:

| | |
|-----------------|--------------|
| Bruce Eckard | Leroy Lail |
| Donald Duncan | Mark Seaman |
| Lindsay Keisler | Renee Keever |
| Warren Wood | |

Also present was: Terry Taylor, Authority Attorney

The Board discussed the annual evaluation of the CEO, Mandy Hildebrand.

Motion to come out of Closed Session was made by Donald Duncan and seconded by Mark Seaman. All in favor.

Minutes Approved for Record:

Hickory-Conover Tourism
Development Authority

Terry M. Taylor, Town Attorney

By: _____
Bruce Eckard, Chairman

HICKORY-CONOVER TOURISM DEVELOPMENT AUTHORITY
REGULAR MEETING MINUTES
June 10, 2019, 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, June 10, 2019, at 8:30 a.m., with the following members present.

Bruce Eckard: Chair
Donald Duncan Leroy Lail Renee Keever
Lindsay Keisler Mark Seaman Warren Wood

A quorum was present.

Also present were 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 8:31 a.m. All Board Members were present except Kevan Patel.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of May 10, 2019

Mr. Yount moved, seconded by Mr. Wood, that the Minutes of May 10, 2019 be approved. The motion carried unanimously.

IV. Approval of May 2019 Financial Reports - Ms. Hildebrand.

Ms. Howard reviewed the comparison of events from May, 2018 vs. May, 2019, and June, 2018 vs. June, 2019. She also reviewed upcoming events for July, 2019.

Ms. Howard also presented a Fiscal Year 2017/2018 vs. 2018/2019 comparison which detailed the number of events held for each year as well as an estimation of how event revenue will end up at the conclusion of the current Fiscal Year.

Ms. Hilderand presented the occupancy tax chart for April, 2019. Occupancy tax is \$152,000 ahead of where it was last year at this time.

Ms. Hildebrand reviewed the financial reports for May, 2019. For the eleventh month of the Fiscal Year, income and expenses should be at 92% of the budget. At the end of the ninth

month of the Fiscal Year, income is at 93% (without May occupancy tax) and expense is at 78% of the budget.

Mr. Duncan moved, seconded by Mr. Wood, that the Financial Report for May, 2019 be approved. The motion carried unanimously.

V. Public Hearing to Approve Budget Ordinance for Fiscal Year, 2019-2020.

A. Motion made by Chair Eckard to open Public Hearing, seconded by Mr. Wood. The motion carried unanimously.

Ms. Hildebrand presented a review of the proposed budget for Fiscal Year, 2019-2020. Hildebrand reviewed line items and pointed out specific items that were raised and/or lowered. Mr. Wood asked specifically about the Professional Services and Marketing/Sales/Advertising line items. Ms. Hildebrand and Ms. Davis explained those items respectively.

Mr. Wood added that the City of Hickory will be doing work on a walking/running/biking trail that ties in with Lenoir-Rhyne Boulevard, and they will want input from TDA Board and hotel properties near Lenoir-Rhyne Boulevard.

B. Motion made by Mr. Duncan to close Public Hearing, seconded by Mr. Yount. The motion carried unanimously.

VI. Approval of Fiscal Year 2019-2020 Budget.

Motion made by Chair Eckard to approve the proposed budget for Fiscal Year 2019-2020, seconded by Ms. Keisler. The Motion carried unanimously.

VII. Old Business.

A. Accrual Financial Report - Ms. Hildebrand

After reviewing this topic again with Auditor Deb Wentz and Betsy Wilson (Staff Accountant), doing this every quarter would require adjusting numbers in QuickBooks every month and would need to be done by a separate firm, as it would be too time consuming for current staff to handle, and Auditor Wentz does not feel it would be appropriate for her to take this on as she is our yearly Auditor. It should also be noted that an accrual is given each year with the audit. After discussion, Board agreed that it wouldn't be worth staff/TDA time to have another firm come in to do the financials in an accrual format.

VIII. Staff Reports.

A. Sales & Marketing - Sarah Davis

Discussed groups that we are currently working with; NC Joint Underwriting Association, IHT Ministries, Living Church of God, NC Auctioneers Association, Towing & Recovery Professionals of NC, NC Public Safety Communication Conference, and NC Association of Governmental Purchasing.

Reviewed "Christmas in July" campaign. Will focus on booking events for December, 2019.

Promoted "Selling Home" drop in event which will give collateral to realtors, businesses, etc. so there will be a one stop resource hub when trying to recruit folks to the area.

Reviewed pickup numbers from May events.

Discussed sports marketing - Cycle NC and American Junior Gold Association.

Reviewed advertisements, website status, and destination guide ad sales.

IX. Executive Session

Motion made by Mr. Yount to go in to Closed Session to discuss personnel matters under N.C.G.S. 143-318(a)(b), seconded by Mr. Duncan.

Motion made by Mr. Duncan to return to Open Session, seconded by Mr. Seaman. The motion carried unanimously.

X. The next TDA Board Meeting will be held on Monday, August 12, 2019, at 8:30 a.m. in the Boardroom of the Hickory Metro Convention Center.

XI. There being no further business, motion was made to adjourn by Mr. Lail, seconded by Mr. Yount. The motion carried unanimously.

Hickory-Conover Tourism Development
Authority

By: _____
Chairman Bruce Eckard

Attest: _____
Clerk to the Board