

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
June 12, 2023, 8:30 a.m.

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Catawba River Boardroom of the Hickory Metro Convention Center on Monday, June 12, 2023, at 8:30 a.m., with the following members present:

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

A quorum was present.

Also present were Melanie Jordan; City of Conover Intern, Rick Beasley; Hickory Assistant City Manager, Terry Taylor; Counsel, Mandy Hildebrand; CEO, and Amber Howard; Director of Events/TDA Clerk.

- I. Chair Eckard called the meeting to order at 8:36 a.m. All Board Members were present except for Leroy Lail.

Chair Eckard asked for a moment of silence for Phil Yount, who passed away this past week. Phil was a devoted HCTDA board member for many years.

- II. Persons Wishing to Be Heard (None Appearing)

- III. Approval of Minutes

- A. Regular Meeting of May 8, 2023.

Chair Eckard moved, seconded by Mr. Wood, that the Minutes of May 8, 2023, be approved. The motion carried unanimously.

- IV. Approval of Financial Report

- A. Event Revenue for May 2023 - Ms. Howard

Ms. Howard presented the Event Revenue Report for May 2023. There were 17 events in May, with one of those events being new. Event Revenue has exceeded what was budgeted for FY 2022-23 with \$644,557 collected, which is 184% more than the

budgeted number of \$350,000. With events that are scheduled through June 2023, predicting around \$670,000 in event revenue for the fiscal year end.

B. Occupancy Tax Through April 2023 - Ms. Hildebrand

Ms. Hildebrand presented the Occupancy Tax numbers through April 2023. For ten months \$2,060,416 has been collected, which is 98% of the budgeted amount. Estimated to end at \$2.4 million for the fiscal year. Ms. Keever added that May is going to be a great month as well. Discussion ensued regarding addition of hotels to the area.

C. Finance Report for May 2023 - Ms. Hildebrand

For the eleventh month of the Fiscal Year, income and expense should be at 92%. Overall, income is at 108% of what was budgeted without May occupancy tax, and expense is at 67% of what was budgeted.

Chair Eckard moved, seconded by Mr. Seaman, that the Finance Report for May 2023 be approved. The motion carried unanimously.

V. Ordinance #2 Amending FY 2022-23 Operating Budget Ordinance - Ms. Hildebrand

This amendment takes \$160,000 from additional event revenue in Operating Budget to the Capital Reserve.

Mr. Wood asked what the current balance was in the Capital Reserve. Ms. Hildebrand said currently there is \$306,000.

Mr. Wood moved, seconded by Ms. Keisler, that Ordinance #2 amending the FY 2022-23 Operating Budget be approved. The motion carried unanimously.

VI. Ordinance #1 Amending FY 2022-23 Capital Reserve Fund Ordinance - Ms. Hildebrand

This amendment adds \$160,000 from Operating Budget from additional event revenue earned, bringing Capital Reserve account to \$600,773.

Chair Eckard moved, seconded by Mr. Wood, that Ordinance #1 amending the FY 2022-23 Capital Reserve Fund be approved. The motion carried unanimously.

VII. Public Hearing on FY 2023-24 Proposed Budget - Chairman Eckard

A. Open Public Hearing

Chair Eckard opened the Public Hearing at 8:51 a.m. There was no one from the public in attendance.

B. Overview - Ms. Hildebrand

Ms. Hildebrand presented a slideshow reviewing the last five years budget numbers and information on FY 2023-24 budget. The FY 2023-24 budget is \$3,056,000.

Ms. Taylor reminded the board that eventually we would need to try to get legislation changed again for debt/marketing, to extend the date to 2043. Mr. Wood added that we could also use funds from event revenue to pay the debt in the future.

Chair Eckard mentioned that staff will need to start thinking about price increases once the renovation and addition is finished. Ms. Howard and Ms. Hildebrand said that staff is already in conversation and analyzing other convention center rates to see where HCTDA falls in comparison.

C. Close Public Hearing

There being no one from the public attending, Mr. Seaman moved, seconded by Mr. Wood, that the Public Hearing be closed. The motion carried unanimously.

D. Questions/Comments

None

E. Approval

Mr. Wood moved, seconded by Mr Seaman, that the Budget Ordinance for Fiscal Year 2023-24 be approved. The motion carried unanimously.

VIII. Old Business

A. Renovation/Addition Update

Mr. Beasley said that since the last board meeting, there have been three change orders that have been approved:

- Adding conduit in addition for speaker/sound system.
- Adding door from addition into Hall of Fame area.
- Adding door to outside of building per the Department of Insurance.

Mr. Beasley also reported that City of Hickory are designing the on-street parking and are about 60% finished, estimated cost will be \$250,000-\$300,000.

Ms. Hildebrand said that partnership with Exodus Works has been great; they have been providing shuttle service for our public shows and events.

Ms. Hildebrand also mentioned that a crosswalk has been added on the road between blue parking lot and HMCC and a flashing light will be installed soon.

IX. New Business

A. Board Retreat

Mr. Wood moved, seconded by Ms. Keisler, that a regular meeting be called on July 17, 2023, at 8am at the Hilton Garden Inn. The motion carried unanimously.

B. The City of Hickory will need to make an appointment for Phil Yount's unexpired term.

X. CEO Report - Ms. Hildebrand

Reminded board that on June 15, PBS-NC segment about Hickory will air.

At the end of June, Ms. Jones will be hosting the NC Sports Association at the convention center as well as some offsite activities that are planned.

Staff will be setup on June 24 at the Hickory Farmers Market and on July 15 at the Conover Farmers Market. This is a public relations effort to help the community learn more about the Convention Center & Visitors Bureau.

XI. Closed Session

Motion made by Mr. Hart, seconded by Mr. Wood, to go into closed session for a personnel matter, the yearly evaluation of Ms. Hildebrand. The motion carried unanimously.

Motion made by Ms. Hatch, seconded by Mr. Seaman, to come out of closed session. The motion carried unanimously.

Mr. Wood moved, seconded by Ms. Keisler, to give the CEO a 5.5% raise, which includes a 3% cost-of-living increase. The motion carried unanimously.

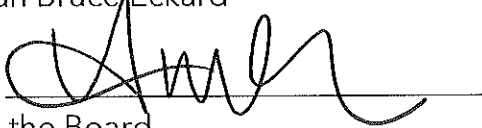
XII. Adjournment

The next HCTDA Board Meeting will be held on July 17, 2023, at 8 a.m. at the Hilton Garden Inn. The following meeting will be on August 14, 2023 at 8:30a.m. at the Hickory Metro Convention Center.

There being no further business, Chair Eckard adjourned the meeting.

Hickory-Conover Tourism Development Authority

By 
Chairman Bruce Eckard

Attest: 
Clerk to the Board