

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
June 14, 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, June 14, 2021 at 8:30 a.m., with the following members present:

Bruce Eckard; Chair
Patricia Hatch Renee Keever
Leroy Lail Mark Seaman
Warren Wood

A quorum was present.

Also present were Terry Taylor; Counsel, Mandy Hildebrand; CEO, and Amber Howard; Director of Events/TDA Clerk.

I. Chair Eckard called the meeting to order at 8:32 a.m. All Board Members were present except for Donald Duncan, Lindsay Keisler, and Phil Yount.

II. Persons Wishing to Be Heard (None Appearing)

III. Approval of Minutes

A. Regular Meeting of May 10, 2021.

Mr. Wood moved, seconded by Mr. Lail, that the Minutes of May 10, 2021 be approved. The motion carried unanimously.

IV. Financial Reports

A. Event Revenue - Ms. Howard

Ms. Howard presented a chart which shows event revenue collected from July 2020 through May 2021.

Ms. Keever asked about groups calling to book dates and if those with hotel rooms are made priority. Ms. Howard said that public shows and local event are not booked until

six months out from the event, which by that time, most large groups with hotel rooms have already booked. All public and local event producers know that they may get bumped if a group with several overnight rooms request dates that they have on hold.

B. Occupancy Tax - Ms. Hildebrand

Ms. Hildebrand discussed the occupancy tax collected through April 2021. Without May 2021 numbers, occupancy tax is at 109.7% of what was predicted at the beginning of Fiscal year 2020-2021.

C. May 2021 Financial Report - Ms. Hildebrand

For the eleventh month of the Fiscal Year, income and expense should be at 91.7%. Overall, income is at 86.7% of what was budgeted without May occupancy tax, and expense is at 72.8% of what was budgeted.

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

D. Capital Projects in General Capital Project Fund Report - Ms. Hildebrand

Explained the attached narrative/update of the General Capital Project Fund. It is an updated explanation of the Capital Project Fund that funds capital projects, like the parking deck debt and now expansion plans.

Mr. Lail moved, seconded by Mr. Wood, that the Capital Project updates in the General Capital Fund narrative (attached) be approved. The motion carried unanimously.

V. Public Hearing on 2021-2022 Budget

A. Open Public Hearing

Mr. Wood moved, seconded by Mr. Lail to open the public hearing to discuss the 2021-2022 Budget. The motion carried unanimously.

B. Discussion

Chair Eckard asked about contracted services, which was given \$32,800 more than last fiscal year. Ms. Hildebrand said that the additional funds will be used to pay the Western Piedmont Council of Government, which she is recommending taking over HCTDA accounting, as Betsy Wilson, our current bookkeeper, has sold her home and will be

moving to the beach in South Carolina later this year. The WPCOG has not given Ms. Hildebrand an official price for the services as of June 14, but the estimation is that it will be between \$25,000-\$30,000. Ms. Hildebrand hopes that with the Boards' approval, the WPCOG can take over HCTDA accounting by January 2022.

C. Close Public Hearing

Mr. Lail moved, seconded by Mr. Wood, that the public hearing be closed. The motion carried unanimously.

D. Approval of Fiscal Year 2021-2022 Budget

Mr. Wood commented that staff did a great job managing the budget during the pandemic. Mr. Lail seconded that comment and said he has been impressed with sales and marketing done by the staff over the last year.

Mr. Wood moved, seconded by Mr. Lail, that the Fiscal Year 2021-2022 Budget be approved. The motion carried unanimously.

VI. New Business - None to Report

Ms. Keever reported that the Fairfield will close down on October 22, 2021 for a renovation. The renovations could take one year or up to 18 months.

Mr. Seaman reported that the City of Hickory has hired a Sports and Tourism Coordinator to help book sporting events in the Hickory Metro. Mr. Wood added that the City of Hickory plans to build another turf soccer field.

VII. Old Business

Mr. Wood asked about Mr. Mitchell's (Architect) timeline for new construction/renovations on current facility. Ms. Hildebrand reported that Mr. Mitchell plans to present the final construction plans to the board in October 2021 and bidding out for the project could start as early as November 2021.

VIII. CEO Report - Ms. Hildebrand

The Vaccine Clinic ends this week, and it has been a good partnership with Catawba County Public Health and the Hickory Metro Convention Center.

She also gave an update on the Hospitality Academy at Catawba Valley Community College. The first academy begins this summer. Discussion ensued regarding staffing at the hotels.

IX. Executive Closed Session

Mr. Lail moved, seconded by Mr. Wood, to go into Executive Closed Session at 9:28 a.m.

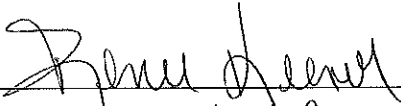
Mr. Wood moved, seconded by Mr. Lail, to come out of Executive Closed Session at 9:36 a.m.

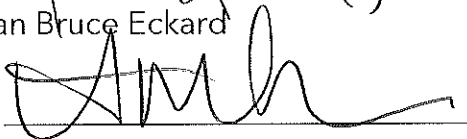
Mr. Wood moved, seconded by Mr. Lail, to increase the CEO base salary to \$100,000 effective July 1, 2021. The motion carried unanimously.

X. The next HCTDA Board Meeting will be held on August 9 at 8:30 a.m. at the Hickory Metro Convention Center.

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

Hickory-Conover Tourism Development Authority

By: , Treasurer
Chairman Bruce Eckard

Attest: 
Clerk to the Board