

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
May 9, 2022, 8:30 a.m.

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Conover 1 meeting room of the Hickory Metro Convention Center on Monday, May 9, 2022 at 8:30 a.m., with the following members present:

	Bruce Eckard; Chair	
Tom Hart	Patricia Hatch	Renee Keever
Leroy Lail	Mark Seaman	Warren Wood
Phil Yount		

A quorum was present.

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

- I. Chair Eckard called the meeting to order at 8:30 a.m. All Board Members were present except for Lindsay Keisler.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes
 - A. Regular Meeting of April 11, 2022.

Mr. Yount moved, seconded by Mr. Lail, that the Minutes of April 11, 2022 be approved. The motion carried unanimously.

IV. Financial Reports

A. Event Revenue - Ms. Howard

Ms. Howard presented a chart which shows a comparison of events for April 2022 vs. April 2021 events. There were 17 events in April 2022 and with May & June left, it is predicted that event revenue will exceed the number originally budgeted.

B. Occupancy Tax

Ms. Hildebrand presented the Occupancy Tax chart which shows monies collected through March 2022. The budgeted number has already been exceeded. Mr. Lail added that April and May will both be good months for occupancy tax.

C. April 2022 Financial Report - Ms. Hildebrand

Month ten of the Fiscal Year, income and expense should be at 83%. Overall, income is at 101.52% of what was budgeted without April occupancy tax, and expense is at 74.42% of what was budgeted.

Mr. Lail asked for an update on the ATM. Ms. Hildebrand said insurance reimbursed HCTDA for the cash stolen plus cost of the ATM. There is a new ATM in place, that is not owned or operated by HCTDA staff. Instead of making \$3 per transaction for ATM use, HCTDA's portion of the fee will be \$1.75.

Mr. Lail moved, seconded by Mr. Wood, that the Financial Report for April 2022 be approved. The motion carried unanimously.

V. New Business

A. Termination of Audit Contract for Fiscal Year 2021-2022 - Chair Eckard

Chair Eckard notified Board of a letter that was received from current HCTDA Auditor, Deb Wentz. Ms. Wentz will no longer be able to provide audit services to the HCTDA and is requesting to terminate the contract that was signed in March 2022.

Chair Eckard moved, seconded by Mr. Yount, to accept the the Fiscal Year 2021-2022 Audit Contract termination request from Deb Wentz. The motion carried unanimously.

B. Approval of New Audit Contract for Fiscal Year 2021-2022 - Ms. Hildebrand

Ms. Hildebrand has contacted Cities of Conover & Hickory to inquire about their current Auditors and reached out to both Martin-Starnes (City of Hickory) and Thompson Price Scott Allen and Company, PA (City of Conover). Martin-Starnes did not submit a bid for proposal as they were full for this year, however, Ms. Hildebrand reviewed the bid submitted by Thompson Price Scott Allen and Company, PA and recommends that HCTDA contract with the firm for the Fiscal Year 2021-2022 Audit. Cost would be \$10,750. This Auditor will be doing City of Conover and Western Piedmont Council of Governments Audits for the first time.

Motion made by Mr. Wood, seconded by Mr. Yount, to approve Thompson Price Scott Allen and Company, PA to accept the three year proposal with the cost for the Fiscal Year 2021-2022 HCTDA Audit of \$10,750.00. The motion carried unanimously.

VI. Old Business - None to Report

VII. Sales & Marketing Reports - Ms. Jones

Ms. Jones discussed segments that aired in April on WCNC. There were nine total clips played throughout the week and a full hour dedicated to Hickory on Friday the 29th of April.

WLOS will be in the Hickory Metro in June and July.

Had an event at River Bend Park for State Tourism Week in May. It was a great event with several attendees and there were several events during the week including an event to honor tourism partners.

Eleven paid advertisements have been sold for Destination Guide. Monies collected will help offset cost of printing the guide.

Ms. Jones reviewed charts that show tracking information from the website and Destination Guide requests coming from all over the country. Staff have never been able to track visitor interest in this much detail before and it is a great asset for the marketing team.

VIII. CEO Report - Ms. Hildebrand

Ms. Hildebrand said that staff is interviewing candidates this week for the Facility Manager position. The goal is to have this position filled by June 1. Mr. Wood asked about other staff vacancies and Ms. Hildebrand said that there are also two part time event operations positions open.

Mr. Lail asked what the status is of the Renovation/Addition bid. Ms. Hildebrand said that Scott Mitchell and team plan to have the bid out soon and the goal is to have bids in by this summer.

IX. Review of Proposed Budget for Fiscal Year 2022-2023

Ms. Hildebrand reviewed the proposed budget for Fiscal Year 2022-2023.

Ms. Hildebrand expanded on some of the budget items, and some new line items and why they are needed. The proposed draft budget is \$2,783,227 and it is a conservative number

based on how occupancy tax is trending and event revenue and partnership funds. On the expenditure side, it is more expensive to operate today than last year at this time, so there is an increase in expenditures. Chair Eckard added that the FY 22-23 budget is about 23 percent more than FY 21-22.

X. Call for Public Hearing to Approve Fiscal Year 2022-2023 HCTDA Budget

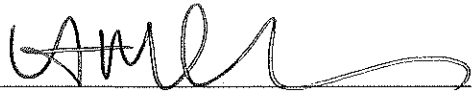
Mr. Seaman moved, seconded by Chair Eckard to call for a Public Hearing on June 13, 2022, to approve the proposed budget for Fiscal Year 2022-2023. The motion carried unanimously.

XI. The next HCTDA Board Meeting will be held on June 10 at 8:30 a.m. at the Hickory Metro Convention Center.

XII. There being no further business, motion was made 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