

**Hickory-Conover Tourism Development Authority**  
**Regular Meeting Minutes**  
**May 10, 2021, 8:30 a.m.**

A Regular Meeting of the Hickory-Conover Tourism Development Authority Board of Directors was held in the Catawba 2 meeting room of the Hickory Metro Convention Center on Monday, May 10, 2021 at 8:30 a.m., with the following members present:

	Bruce Eckard; Chair	
Donald Duncan	Patricia Hatch	Renee Keever
Lindsay Keisler	Leroy Lail	Mark Seaman
	Phil Yount	

A quorum was present.

Also present were Scott Mitchell; Architect, 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 8:33 a.m. All Board Members were present except for Warren Wood.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes
  - A. Regular Meeting of April 12, 2021.

Mr. Yount moved, seconded by Mr. Lail, that the Minutes of April 12, 2021 be approved. The motion carried unanimously.

IV. Financial Reports

A. Event Revenue - Ms. Howard

Ms. Howard presented the event revenue chart showing revenue collected through April 2021. Ms. Howard estimates we will finish the Fiscal Year around \$240,000, which is under budget but is expected due to the COVID-19 Pandemic.

B. April Financial Report – Ms. Hildebrand

Occupancy Tax collected is at 95% of the budget without April 2021 occupancy tax, which is ahead of what was predicted at the beginning of FY 2020-2021.

For the tenth month of the Fiscal Year, income and expense should be at 83%. Overall, income is at 76% of what was budgeted without April occupancy tax, and expense is at 65% of what was budgeted.

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

V. Capital Project Fund Amendment

At the April 12, 2021 HCTDA Board Meeting, the Board voted to move forward with the plans for the new phase of the addition/renovation for HMCC. An amendment to the General Fund Capital Project Fund is required to pay Mr. Mitchell and team for this new direction of the project.

Chair Eckard moved, seconded by Mr. Lail, that the General Fund Capital Project Fund Amendment (attached) be approved. The motion carried unanimously.

VI. New Business

A. None to Report

VII. Old Business

A. Building Addition Update

Mr. Mitchell presented a slideshow of the most recent design phase showing an overview of the addition/renovation to HMCC. The Board agreed that Mr. Mitchell has done a great job in capturing the needs suggested by the Board and staff. The next phase of the addition/renovation will be the plumbing/electrical drawings. The goal is to have the constructions drawings and plans complete by October 2021 and ready to go out to bid by the end of calendar year 2021.

## VIII. Sales & Marketing and CEO Reports

### A. Sales & Marketing Report - Ms. Davis

Ms. Davis was able to track 1,1000 overnight rooms from the NCJAA Basketball Tournament held in Hickory in April 2021.

Star Systems Dance Competition, held the first weekend in May 2021, was a success and they have rebooked for 2022.

The Lady Bass Anglers were in Hickory this past weekend and most stayed overnight at the Best Western.

Lucas Sports has requested dates to bid on a regional gymnastics' tournament.

Staff are receiving calls on a daily basis requesting dates and staff anticipates a much busier 2022.

Ms. Davis, Ms. Hildebrand, and Elizabeth Clark, Marketing Assistant embarked on a Visit Hickory Metro NC State Visitor Center Road Trip. After doing a zoom meeting with all state visitors centers in NC, staff felt it was important to personally visit each NC visitors center and deliver the new destination guides. Ms. Hildebrand took the northern and eastern part of the state, traveling 812 miles. Ms. Davis took western part of state. Ms. Davis and Ms. Clark also traveled together to the Kings Mountain and I-77 Welcome Centers, for a total of 1,297 miles traveled. Total destination guides given out were 1,660.

Part of the CARES grant allowed staff to produce three videos for marketing collateral. Ms. Davis presented the videos; one video was a about the Hickory Metro and the second was a Convention Center video. A third video was made for the VisitNC365 Conference that was supposed to be in Hickory but canceled because of the Pandemic.

### B. CEO Report

Ms. Hildebrand and Ms. Davis held two Visit Hickory Metro meetings: one for the hotel GM's and one for the attractions.


The CVCC Hospitality Academy will begin mid-July 2021. It has been a great partnership with CVCC, the Chamber, and the hospitality community.

Ms. Hildebrand will present a Fiscal Year 2021-2022 Budget at the June 14 meeting for HCTDA Board approval.

- IX. The next HCTDA Board Meeting will be held on June 14 at 8:30 a.m. at the Hickory Metro Convention Center.
- X. 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

**Hickory Conover Tourism Development Authority  
General Fund Capital Project Fund Amendment  
Hickory Metro Convention Center Renovation and Addition**

**BE IT ORDAINED** by the Governing Board of the Hickory Conover Tourism Development Authority that, pursuant to Section 13.2 of Chapter 159 of the General Statutes of North Carolina, the following capital project amendment is hereby adopted for the duration of the project.

**SECTION 1.** The project is for the costs of the Scott Mitchell Design and Professional Team creating documents, plans and overseeing construction of the Hickory Metro Convention Center renovation and addition.

**SECTION 2.** The officers of this unit are hereby directed to proceed with the capital project within the terms of the budget contained herein.

**SECTION 3.** The Chief Executive Officer (CEO) who is also the Chief Finance Officer (CFO) is directed to act on behalf of the Hickory Conover Tourism Development Authority in all matters associated with the project within the terms of all contracts, agreements and legal requirements binding on the project and within the limits of the funds appropriated herein. The following revenues are anticipated to be available to complete the project:

**Funding Source:**

Capital Project Fund Balance Appropriated	<u>\$888,250</u>
<b>Total</b>	<b>\$888,250</b>

**SECTION 4.** The following amounts are appropriated for the project:

**Design Services and Professional Team and Overseeing Construction:**

Service	<u>\$888,250</u>
<b>Total</b>	<b>\$888,250</b>

**SECTION 5.** The CEO/CFO is hereby directed to maintain within the Capital Project Fund sufficient specific detailed accounting records to provide the accounting required by any financing agreement associated with this project.

**SECTION 6.** The CEO/CFO is hereby directed to report quarterly on the financial status of the project.

**SECTION 7.** The CEO/CFO is directed to include a detailed analysis of past and future costs on this capital project in every budget submission made to this board.

**SECTION 8.** Copies of this capital project ordinance shall be furnished to the Clerk of the Governing Board, the CEO/CFO for direction in carrying out this project.

Adopted this the 10<sup>th</sup> day of May 2021.

  
Chair

  
Clerk