

Hickory-Conover Tourism Development Authority
Regular Meeting Minutes
October 9, 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, October 9, 2023 at 8:30 a.m., with the following members present:

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

A quorum was present.

Also present were Rick Beasley; Assistant Hickory City Manager, 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 8:36 a.m. All Board Members were present except for Leroy Lail.
- II. Persons Wishing to Be Heard (None Appearing)
- III. Approval of Minutes
 - A. Regular Meeting of September 11, 2023.

Chair Eckard moved, seconded by Mr. Seaman, that the Minutes of September 11, 2023 be approved. The motion carried unanimously.

- IV. Approval of September 2023 Financial Report

- A. Event Revenue - Ms. Howard

Ms. Howard presented the September 2023 Event Report. There were 22 new events in September 2023, with five of those events being new. Total event revenue for FY 2023-2024 is around 25%, so we are on track to meet our budgeted numbers.

B. Occupancy Tax – Ms. Hildebrand

Ms. Hildebrand reported that August 2023 occupancy tax collected was \$222,230, which is at 20% of the budget with the two months collected so far.

Ms. Keever spoke about how busy the hotels have been and what has been attributing to them staying full.

C. Finance Report – Ms. Hildebrand

For the third month of the Fiscal Year, income and expense should be at 25%. Overall, income is at 20.2% of what was budgeted without September occupancy tax, and expense is at 25% of what was budgeted. The expenses include the first debt payments of the year.

Mr. Seaman moved, seconded by Mr. Wood, that the Finance Report for September 2023 be approved. The motion carried unanimously.

V. Old Business

A. Construction Update – Mr. Beasley

Construction is going well. There are plans to move welcome center to main lobby of the Convention Center and this gives the convention center an opportunity to add more offices to the current visitor's center space. It is requested by staff to do this as a change order and Holland & Hamrick will do the drawings for this space. Mr. Beasley is working on the details and will come back to the board with more information at a future meeting.

Ms. Hildebrand added that staff is focusing on parking for the future as it is the question asked most, after the need for additional hotels. During the PFG Food Show, there were no parking issues because several shuttles ran throughout the day. Attendees, vendors and PFG staff parked in all the convention center lots, as well as at the Piedmont Center and Valley Hills Mall.

The roof on the original building that was built in 1996/1997, which includes sections Hickory 1-4 and Conover 1-4 needs to be replaced. Staff collected informal bids for the replacement of the roof and now request that the HCTDA approve the Resolution attached awarding the bid to Piedmont Commercial Roofing, Inc. in the amount of \$499,370.00 and authorizing the CEO sign contract with selected company.

VI. New Business

A. Amendment to Agenda

Mr. Wood moved, seconded by Mr. Seaman, that an amendment be made to the current agenda to add approval of a Resolution (see attached) for approval of a Bid and contract for Roof Repairs. The motion carried unanimously.

B. Approval of Resolution

Mr. Wood moved, seconded by Ms. George, that the Resolution authorizing the CEO to execute a contract and make payments for roof repairs to the Convention Center as outlined in the attached Resolution be approved. The motion carried unanimously.

C. Strategic Marketing Plan

Ms. Hildebrand asked the Board to accept the Strategic Marketing Plan 2023-2027. Board received the plan via email last week and discussion about this plan has been a topic for many months.

Mr. Wood moved, seconded by Ms. Hatch, to accept the Strategic Marketing Plan. The motion carried unanimously.

VII. Sales & Marketing Report - Ms. Jones

Ms. Jones has attended several conferences recently including TEAMS and SPORTS, where she met with several people who are the main contacts for cheer/dance and other sports.

Ms. Jones also recently attended the Southeast Tourism Society Conference.

Chair Eckard asked if there is a way to track return on investment for these conferences and the advertisements. Ms. Davis presented some information at last month's meeting about the ROI on the leisure travel and tourism ads and will be presenting info about the ROI on event related conferences in the next few months.

Has been working with the ASU Baseball Coach on hotel rooms for baseball games.

Ms. Davis added that she almost has the RFP for the branding complete and should have it posted on the website soon.

VIII. CEO Report - Ms. Hildebrand

Discussed updated calendar of events through June 2024. Ms. Howard expanded on some of the events that are scheduled.

Reported that Chrystal Dieter will be on FMLA until possibly November.

She is still analyzing staff positions and reorganizing some of the structure as well as open up positions that are needed this year and next year.

Ms. Hatch told the board that she has sold Sweet Tea B and B and is resigning her position now from the Board. Ms. Hatch is a City of Hickory appointee. Chair Eckard and Board thanked Ms. Hatch for her service to the HCTDA.

Ms. Taylor reminded the board that legislation will need to be amended in the future to extend the 2/3 of Occupancy Tax going to debt and operations of the convention center until 2043. It is currently 2/3 Occupancy Tax going to debt and operations of the convention center until 2039. Chair Eckard asked that Ms. Hildebrand and Mr. Beasley work together to oversee that the Legislative request for amendment be put forth in the next Legislative year.

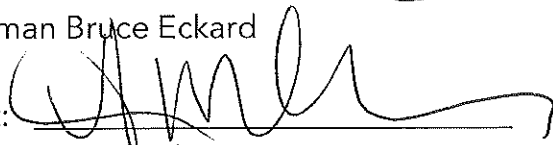
IX. Adjournment

The next HCTDA Board Meeting will be held on November 13, 2023 at 8:30 a.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

October 9, 2023

**HICKORY-CONOVER TOURISM DEVELOPMENT AUTHORITY
RESOLUTION**

**Authorizing the CEO to Execute a Contract and Make Payments for Roof repairs to the
Convention Center at 1960 13th Ave. Dr., SE, Hickory, NC 28602**

WHEREAS, the existing portion of the Convention Center Roof at 1960 13th Ave. Dr.,
SE, Hickory, NC 28602 is in need of immediate repair; and

WHEREAS, the CEO obtained informal bids from three (3) companies for the roof
repairs and the lowest responsible bidder was Piedmont Commercial Roofing, Inc. with a bid of
\$499,370.00; and

WHEREAS, funding for this project is already provided for in the budget;

**NOW, BE IT RESOLVED BY THE BOARD OF HICKORY-CONOVER
TOURISM DEVELOPMENT AUTHORITY:**

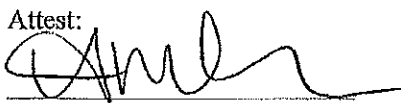
SECTION 1: That the foregoing recitals are hereby found as fact and incorporated
herein by reference.

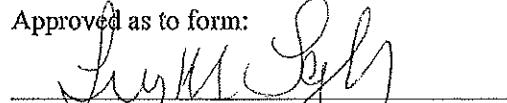
SECTION 2: The CEO obtained information bids for roof repairs and the lowest
responsible bidder was Piedmont Commercial Roofing, Inc.

SECTION 3: The CEO is hereby authorized and directed to negotiate any additional
conditions or warranty provisions as she may determine to be in the best interest of the Authority
and execute a Contract for roof repairs in a form acceptable to the Authority Attorney.

SECTION 4: This Resolution shall be in full force and effect from and after its passage
and approval in the manner provided by law.


Chairman

Attest:

Clerk

Approved as to form:

Authority Attorney

Adopted: October 9, 2023