



## ROWAN COUNTY TDA BOARD OF DIRECTORS MEETING

Wednesday, June 13, 2018: 12 Noon, Gateway Building

### CALLED MEETING MINUTES

**Board Members Attending:** Krista Osterweil, Amie Baudoin, Whitney Wallace, Edward Norvell, Tony Shaw, Darrell Blackwelder, Craig Pierce

**Not Attending:** Shannon Stewart-Hill, Steve Hall, Kelly Alexander, Brian Miller,

**TDA Staff:** James Meacham, Lesley Pullium, Tara Furr

#### I. RCTDA Call to Order

Krista Osterweil called the RCTDA to order at 12:03pm.

#### Approval of the Minutes

**Motion:** Craig Pierce made a motion for approval of the May 2018 meeting minutes.

**Second:** Whitney Wallace

**Motion:** Approved

#### Financial Report

The TDA Board of Directors reviewed the year-to-date financial statements and year-to-date occupancy tax revenues. Meacham stated that the balance sheet for the month of May shows a little over \$150,000 in current assets, \$70,000 in cash and \$91,246 in occupancy taxes from April. Meacham noted that expenses are always one month ahead of revenue. Final fiscal year revenue from June 2018 will be received in the middle of August and adjustments back to reflect that for the year-end 2017-18 budget. Meacham reported that occupancy revenue was ahead of budget and was up 10.8%. April 2018 being the second highest month on record.

#### Proposed 2018-19 RCTDA Budget

Meacham reviewed the proposed RCTDA 2018-19 budget and stated there was a slight change upward in revenue from the May proposal. The change in revenue was increased based on what the Rowan County Finance Department put in their budget for 2018-19 of \$1,070,000. This is a conservative projection but does reflect an increase and accounts for a new hotel opening by Q2 of 2019. Meacham reviewed each line item of the proposed budget for FY 2018-2019 briefly.

Meacham also reviewed the process for approval of the budget for the public authority. A budget notification has been posted in the newspaper noting the budget is available for review at the Visitor Center and a public hearing will be held in June.

Krista Osterweil called for a motion to open the public hearing.

Motion: Craig Pierce made the motion to open the public hearing.

Second: Whitney Wallace

Motion: Approved

There were no public comments.

Motion: Craig Pierce made the motion to close the public hearing.

Second: Whitney Wallace

Motion: Approved

Motion: Craig Pierce made the motion for approval of the proposed RCTDA 2018-19 Budget as presented.

Second: Darrell Blackwelder

Motion: Approved

### **Destination Marketing Report**

Tara Furr reviewed the May 2018 marketing report. Furr said that Trolleys remain constant with ridership year-to-date of about 1500 and room nights of 118. Visitor Services staff are continuing to fulfill inquiries and keep kiosks stocked for all of the summer events. For group sales, staff has been busy working on the Southeastern Little League tournament (July), the Senior Law Council (Nov 2018), and the American Legion Tournament coming in this weekend.

Furr stated that this is the third year that the Southeastern Little League has been in Salisbury and want to keep the tournament here as long as they can. This tournament has been on a tier level with year 1 - \$40,000 sponsorship, year 2- \$20,000 and year 3- \$15,000. The group has been happy with this support and has been a good group for the area. The support is primarily tied to lodging.

The DOWT packages continue to sell and Polar Express packages will go on sale on July 16th.

The number of unique visitors accessing the website rose 80% in May. Staff believes this is related to the Arts & Ag program and promotions. There was also increase from last month in the e-newsletters. In addition, social media continues to grow as spring events and Arts & Ag picks up. Arts & Ag is being promoted on all media channels.

Furr reported that there has been great deal of good PR coverage this month on Arts & Ag with 8 assists and 8 placements.

### **Arts & Ag Update**

Furr updated the group on the Arts & Ag Initiative. The Farm-to-Table event at Patterson Farm was successful. Over \$5000 was raised and that will go to the Rowan Arts Council for arts & education scholarships and the local high school FFA programs.

Furr reported that the Farm Tour was a huge success with a lot of good feedback from participating artists. Patterson is tallying all the attendance figures from the various sites and will report that later. Farmer's Day takes place July 21<sup>st</sup> and the Arts & Ag tent will also be at the Dragon Boat Race in July. Furr said that staff

and NCTM staff are working on the Brew & Choo event in August. This event will take place in the Back Shop at the NCTM. Six breweries have committed to the Brew & Choo.

Downtown Salisbury Inc. is also working on the BeerFest for September. This is a two-day event in downtown with a goal of 12-24 participating breweries.

Furr reported that a candidate has been interviewed for the vacant marketing position and a second interview is scheduled. Furr said she is very excited about this candidate.

### **Capital Committee**

Whitney Wallace stated the Capital Committee did not meet this month but projects continue. Meacham gave an update on the Kerr Street project, stating that the project was moving quickly until a soil issue was identified. A nice project sign is going up this week. Meacham thanked Commissioner Pierce and the Board of the Commissioners for assisting in making this project possible. This sets up a model for the Capital Committee to look at future partnership with the county and other government entities on these tourism related recreational assets that can be completed together. The committee will reconvene in August with the new 2018-19 budget and start planning out next steps.

### **Staggered Board Terms**

Meacham reminded the board that when the occupancy tax law was rewritten by the state general assembly the board was reconstituted and everyone was appointed subsequently to carry over terms to start effective September 1, the date the new law went into effect. There are 11 board positions, six appointed by County and five by the City Council and everyone essentially started new.

Councilman Miller will serve until: November 30, 2019  
 Commissioner Pierce will serve until: November 20, 2020

For the remaining nine (9) members, staff proposes a structure that blends up a mix of groups leaving at different times from different places in threes. The three selected will end their terms short. The first three to leave in August 2018 will be Rowan lodging (Steve Hall), Salisbury lodging (Shannon Stewart-Hill), and Salisbury Tourism (Edward Norvell).

Motion: Craig Pierce made the motion for approval of the proposed staggered RCTDA Board terms as presented.

Second: Whitney Wallace  
 Motion: Approved

There is no regularly scheduled July RCTDA Board meeting. The next meeting will occur on Wednesday, August 15<sup>th</sup>.

## **II. Adjourn**

Krista Osterweil thanked the members for attending today and the meeting adjourned at 12:48 pm.

Respectfully submitted by: Lesley Pullium, RCTDA