



**RUTHERFORD COUNTY TOURISM
DEVELOPMENT AUTHORITY
MEETING MINUTES
FEBRUARY 28, 2013
UNION MILLS LEARNING CENTER
UNION MILLS, NC**

Members Present: Jeff Bradley, Dan Hegeman, Dawn Hemmelgarn, Denise Holland, Ann Washburn Hutchins, Sally Leshar, Lisa Sullivan, Paula Roach (Ex-Officio)

Members Absent: Tim Ferris, Dwayne Harris

Staff Present: Cynthia Spears, Adrienne Wallace, Jackie Wallace, Michelle Whitaker and contracted professionals: Michelle Yelton (McConnell Group), Cindy Cook (Awen Group), Dana White (Awen Group), Anna Haynes (Awen Group)

Call to Order

Sally Leshar called the meeting called to order at 12:10 p.m.

Agenda

No additions or deletions to agenda; motion to accept by Dan Hegeman, seconded by Jeff Bradley. Motion carried.

December 6, 2012 Minutes

Proposed to add the ratification of the vote to accept the county's grant. A motion was made by Lisa Sullivan to accept the email vote regarding a grant from the county as written in online vote; seconded by Dawn Hemmelgarn. Amend that Jeff Bradley voted by voice (phone call). Motion carried. A motion to change the sentence structure for clarity regarding the Town of Lake Lure's branding was made by Dan Hegeman; seconded by Lisa Sullivan. Motion carried. *NOTE: Since this board meeting this sentence was changed from, "The Town of Lake Lure has been working diligently on their own branding and incorporating us in their process" to "The Town of Lake Lure has been working diligently on their own marketing and branding project. As they do so, town officials have coordinated their efforts with the TDA's."*

Marketing Presentation

Cindy Cook, presenting

The Awen Group and McConnell Group presented to the board comprehensive information regarding upcoming inbound and outbound marketing strategies for the TDA.

Bechtler Feasibility Study

Michelle Yelton, presenting

Michelle Yelton of the McConnell Group presented a thorough overview of her study focusing on heritage and cultural tourism in relation to the Bechtler History of Rutherford County. It was recommended that a non-profit foundation be set up (TAF- Tourism Asset Foundation) to support tourism assets in Rutherford County. The TAF would first focus on a plan to purchase the Bechtler House in partnership with the Town of Rutherfordton. A motion to establish a TAF exploratory committee was made by Ann Washburn Hutchins; seconded by Lisa Sullivan. Motion carried. Members of TDA to serve on this committee are Sally Leshar and TBD.

Lake Lure Welcome Center Renovations

Michelle Whitaker, presenting

The bid process was completed on Wednesday, February 27, 2013; three bids were received. At the reading of the bids, Sims Property Services LLC came in as the lowest bid at \$74,400. The VIN Information Committee chairperson, Dawn Hemmelgarn, presented to the board a recommendation to give Michelle Whitaker, TDA Executive Director authorization to award and execute a contract to Sims Property Services, LLC. Seconded by Lisa Sullivan. Motion carried.

Fund Balance Appropriations

Michelle Whitaker, presenting

Whitaker presented fund balance appropriations for the remainder of the FY12-13 as follows below:

TDA Assistance/TAF Tourism Asset Foundation appropriated from Fund Balance	\$ 27,800
Capital Outlay for Lake Lure Welcome Center/Other VIN Sites Wayfinding appropriated from Fund Balance	\$ 72,997
Professional Services Internet/ VIC Lease – Bechtler House appropriated from Fund Balance	\$ 22,400

A motion to accept the fund balance appropriations contingent upon the Town of Rutherfordton agreeing to partner with the TAF was made by Dan Hegeman; seconded by Jeff Bradley. Motion carried.

Audit Contract for FY13-14

Paula Roach, presenting

Recommended to use Killian CPA for audit next fiscal year. Dawn Hemmelgarn made a motion to accept the audit and approve the contract fee of \$4,900; seconded by Dan Hegeman. Motion carried.

Adjournment

Motion to adjourn by Dan Hegeman. Seconded by Lisa Sullivan. Motion carried. Meeting adjourned at 2:05 p.m.