

**MINUTES**  
**ROCKINGHAM COUNTY**  
**TOURISM DEVELOPMENT AUTHORITY**  
**Governmental Center-Commissioners Annex**

**February 10, 2016**

<b><u>Members Present:</u></b>	<b><u>Members Absent:</u></b>	<b><u>Others Present:</u></b>
Dixie Penn, Chair Burton Matherly Scott Dalton Ken White Robin Yount Barbara DeJournette Texie Needham	Mark Richardson B.J. Durham Darlene Baize Patience Fairman	Betsy Brame Jan Critz Jamie Rorrer Jenny Edwards

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, February 10, 2016 in the Commissioners Annex of the Governmental Center in Wentworth, NC.

**I. CALL TO ORDER**

Dixie Penn, Chair, presided and called the meeting to order at 8:35 am and welcomed everyone.

**II. REPORTS**

**a. Robin Yount**

- Our Town Magazines are being shipped out to Hotels, Chambers and Visitors Centers.
- Working on the new Visitors Guide and have met with the designer to move forward. Printing and other cost will be paid from Duke Funds.
- Robin stated the next TV ads through Time warner Cable will start in March.
- Occupancy tax reported up 2.5%.
- Continually working on TDA Grants.
- In process of working on Budget and will meet with the Executive Board.
- Updated on Quilt Trail Participants, next is March 25 –Riverburch Vineyards.
- Robin & Kerry Taylor will be attending the NC 365 Conference in March.
- Announced Mark Richardson as the new Commissioner for Ex-Officio on board.

**b. Economic Development Update- Jan Critz, Director**

- Construction on the new facility should be completed by May 1.
- Budget in process, rolling out the new 3-yr Strategic Plan for Economic Development.
- Updated on County’s Industry Expansions.
- Reminded everyone of the upcoming ED 101Workshop at RCC and thanked everyone that attended the CED Annual Meeting at Deep Springs.

**c. Marketing Update- Jamie Rorrer**

- Jamie stated Tourism website almost ready to go live and gave a short demonstration of the site and how to navigate through it.
- Jamie asked to send any events or updates to Robin for the website and give feedback.

**III. OLD BUSINESS**

**a. Approval of the November 10, 2015 Minutes**

- Dixie Penn, Chair, asked the board if there were any additions or changes to the minutes. Robin asked to change Burton Matherly to Barbara DeJournette as Secretary on the minutes. Motion to approve the minutes with the change was made by Burton Matherly and seconded by Barbara DeJournette. Upon a vote, Dixie Penn, Chair, ruled the motion was approved unanimously.

**IV. NEW BUSINESS**

**a. Request for Resolution of Support**

- Jenny Edwards presented PowerPoint for requesting a Resolution of Support for the new River Access on Hwy 135 and Planters Road. An Environmental Park will be placed on Planters road at Dan River. A Grant was awarded for \$91,000- TDA gave \$4000-Rockingham County gave \$4000 for a total of \$99,000 for the purchase of the land. Jenny stated they have a survey (surveymonkey.com/r/danriveraccess) for this project and asked for everyone to pass along and complete the survey by March 18, 2016. Dixie asked that the Board complete the survey for support. Motion to approve a Resolution of Support was made by Burton Matherly. Motion was seconded by Ken White. Upon a vote, Dixie Penn, Chair, ruled motion was approved unanimously.

**V. COMMUNITY UPDATES:**

- Information shared of upcoming events in the communities.
- Scott Dalton shared new restaurant coming to Mayodan across from Walmart and some local businesses are offering discounts to communities.
- Ken White shared 22 softball tournaments are scheduled from March – November. A dirt bike trail is still in the planning stage. A swim meet of 150 students are scheduled for next weekend at the YMCA.
- Burton Matherly reminded of Chamber Coffee on February 18 and Annual Meeting being held on March 17 at Autumn Creek Vineyards. Music in the vines on February 13 and Laugh Out Loud event at Rockingham Community College.
- Barbara DeJournette shared Reidsville Chamber will be hosting Arts Show.

**VI. ADJOURN**

Meeting was adjourned by Dixie Penn at 9:20a.m.

Respectfully submitted,  
By Betsy Brame, for

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Barbara DeJournette, Secretary  
Rockingham County  
Tourism Development Authority

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Date