

MINUTES

ROCKINGHAM COUNTY

TOURISM DEVELOPMENT AUTHORITY

Economic Development Building

February 8, 2017

Members Present:	Members Absent:	Others Present:
Burton Matherly-Chair Stacy Burns Nathan Daly Debbie Moore Barbara DeJournette Scott Dalton Texie Needham	Ken White Dixie Penn Mark Richardson	Robin Yount Betsy Brame Jamie Rorrer Cindy Adams Judy Yarbrough Mike Dougherty April Hamilton George Murphy

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, February 8, 2017 at the Center for Economic & Tourism Development Building.

I. CALL TO ORDER

Burton Matherly, Chair, presided and called meeting to order at 8:41 am, welcomed all to the meeting and members and guests introduced themselves.

II. REPORTS

a. Robin Yount

- There will not be a full Board meeting in March but the Executive Board will meet
- June 28th will the TDA Grants meeting and will begin taking applications in April
- Reminder that Robin & Judy Yarbrough will be attending the Travel Showcase in Missouri in March and will be representing for Rockingham County
- Reminder that Robin & Jamie will be attending the Visit NC 365 Tourism Conference in March
- Working on the budget and when completed will present to the board for approval
- Updated on Monday night Commissioner's approved new legislature
- Working on new by-laws and will generate out to the board to view in April

III. OLD BUSINESS

a. Approval of the January 12, 2017 Minutes

- Burton Matherly, Chair, asked the board if there were any additions or changes to the minutes. Motion to approve was made by Debbie Moore and seconded by Barbara DeJournette. Upon a vote, Burton Matherly, chair, ruled the motion was approved unanimously

IV. NEW BUSINESS

a. Mike Dougherty-ST8 Video

- Mike Dougherty briefly spoke of the ST8 Video and the timeline and events leading up to creating it. April Hamilton with Bouvier Kelly presented a Power Point Presentation and presented the ST8 Video for viewing to the board. April also presented a sneak peek of a 2nd video that has not yet been launched. There will be promotional items to purchase such as the logo, magnets, shirts and various items. Suggested to add ST8

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video to our websites across the region. They are preparing for the Spring Campaign to begin. Mike Dougherty asked that we all consider sustaining this as to reach 4 counties in NC and Va. Burton Matherly discussed how the TDA can be of assistance. Robin Yount stated that it would take \$75,000 to continue with the website maintenance for the next year. Robin stated Jan Critz could not be here today but has stated will match TDA commitment up to \$10,000 to assist and be able to move forward. Burton Matherly made a motion for TDA to commit to \$10,000 funding from fund balance along with Economic Development. Motion was made by Debbie Moore and seconded by Texie Needham. Upon a vote, Burton Matherly, chair, ruled the motion was approved unanimously.

V. COMMUNITY UPDATES:

- Scott Dalton reminded everyone that Squealing Pig is open and the Arts Center is doing very well and staying busy.
- Stacy Burns gave update on the 4H Center and had 8,339 attending for 2016. Renaissance Festival will be starting the end of February.
- Barbara DeJournette announced Reidsville Florist closing and Round About Way will be moving to another location
- Nathan Daly states occupancy is still going good, still a lot of wrestling teams in for occupancy.
- Debbie Moore reminded everyone of the Fine Arts Festival held at Eden City Hall . Keystone Cops 5K at Reidsville Lake and May 5th is the Rocking Arts Festival.
- Judy Yarbrough announced will have 2 new Quilt Squares in Market Square and will be unveiled the last weekend in April.
- Cindy Adams discussed the Eden Chamber Dinner event last week and has 7 signature events in the near future.
- Jamie Rorrer asked everyone to follow Rockingham County on social media and like the page so they will be able to receive updates and so forth. Mayodan will be hosting the Bike Race on February 18th this year and please try and attend and pass the word.
- Burton Matherly stated that Mavis Dillion has been announced as Executive Director of the Western Chamber. Needing donations for the blood drives. Deep Springs have new greens and offering venue for weddings and 40 new members have joined.

VI. ADJOURN

Motion was made to adjourn by Scott Dalton and seconded by Texie Needham. Meeting was adjourned by Burton Matherly at 9:40a.m.

Respectfully submitted,
By Betsy Brame, for

Ken White, Secretary
Rockingham County
Tourism Development Authority

Date