

MINUTES
ROCKINGHAM COUNTY
TOURISM DEVELOPMENT AUTHORITY
Economic Development Building
June 8, 2016

Members Present:	Members Absent:	Others Present:
Dixie Penn, Chair Burton Matherly Ken White Robin Yount Texie Needham Darlene Baize Patience Fairman	B.J. Durham Barbara DeJournette	Betsy Brame Comm. Mark Richardson

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, March 13, 2016 in the Commissioners Annex of the Governmental Center in Wentworth, NC.

I. CALL TO ORDER

Dixie Penn, Chair, presided and called meeting to order at 8:34 am and welcomed everyone. Thanked the members of the board whose term is expiring and issued small gift for their support.

II. REPORTS

a. Robin Yount

- Tourism brochures are still being requested and sent out.
- Visitors Guide will be printed in next week or so.
- New Website is live and still entering data as needed.
- Discussed new Quilt Trail brochure and handed out copies. Mark Richardson suggested at access points to have quilt pictures and info on Kiosk.
- Occupancy tax reported still up.
- Grant applications deadline is over but individuals can still participate in the quilt trail squares which range from \$200-\$300 if interested.
- June 3 UNC TV visited the County and has committed to 2-3 features this summer.
- June 9th “Social Media Take-Over” spent the day taking pictures of the County such as waterfall, Smith River Greenway etc. (for Twitter, Facebook & Instagram)
- The Spring Campaign will start up and will be airing on TV.
- Robin showed the Ruger ad in our Business Magazine.
- Robin announced new members coming aboard which will be Debbie Moore (Star News), Stacy Burns (Reidsville) and Nathan Daly (Eden).
- Next meeting will be held August 10.

b. Economic Development Update- Jan Critz, Director (given by Robin Yount)

- Welcomed everyone to the new facility and thanked for coming.
- On June 20 there will be 3 public hearings for the County
- Economic Development has a new project-due diligence of 2 years.
- Teresa Phillips is contracted to do a mosaic logo for new facility.
- Jan completed the REDI Scholarship awarded
- Open House reminder for July 22 and 3 Chambers to do Ribbon cutting.

III. OLD BUSINESS

a. Approval of the April 13, 2016 Minutes

- Dixie Penn, Chair, asked the board if there were any additions or changes to the minutes. Motion to approve was made by Burton Matherly and seconded by Patience Fairman. Upon a vote, Dixie Penn, ruled the motion was approved unanimously. Please see attached Grant sheet.

IV. NEW BUSINESS

a. Approval of Grants

- The Executive Board has approved the new Grants
- Robin briefly explained the Grant and the \$40,000 budget, Dixie announced all applicants and their approvals. Motion to accept grant approvals was made by Burton Matherly and seconded by Ken White. Motion was approved unanimously.

V. COMMUNITY UPDATES:

- Texie Needham reminded everyone of the Friday night Cruise-In and Chamber Website.
- Ken White reminded everyone of Movies at Grogans Park starting the 3rd Friday night of the month. Ball Tournaments and swim meets still going on.
- Burton Matherly reminded of Chamber Coffee on 6/23, the July 4th Festival and the Cruise-In at McMichael.
- Darlene Baize occupancy is staying full and recommends making reservations in advance. Business going really good.
- Patience Fairman stated business is good, busy and taking overflow from other hotels.
- Mark Richardson spoke of new Greenway and moving along. Stated he can see TDA's role growing and suggests to everyone to "stay alert for opportunities" in the County.
- Dixie Penn reminded everyone of the golf tournament first weekend in August.

VI. ADJOURN

Motion was made to adjourn by Burton Matherly and seconded by Patience Fairman. Meeting was adjourned by Dixie Penn at 9:18a.m.

Respectfully submitted,
By Betsy Brame, for

Barbara DeJournette, Secretary
Rockingham County
Tourism Development Authority

Date

