

**MINUTES**  
**ROCKINGHAM COUNTY**  
**TOURISM DEVELOPMENT AUTHORITY**  
**Economic Development Building**  
**November 9, 2016**

<b>Members Present:</b>	<b>Members Absent:</b>	<b>Others Present:</b>
Burton Matherly-Chair Ken White Robin Yount Nathan Daly Debbie Moore Stacy Burns Scott Dalton Dixie Penn	Barbara Dejournette Texie Needham Jamie Rorrer	Betsy Brame Jan Critz

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, November 9, 2016 in the Center for Economic & Tourism Development Building.

**I. CALL TO ORDER**

Burton Matherly, Chair, presided and called meeting to order at 8:35 am and welcomed all to the meeting. All attendees introduced themselves and their titles.

**II. REPORTS**

**a. Robin Yount**

- Variety of Tourism brochures are still being requested and sent out.
- 3 yr Strategic Planning is underway and plans to present to the Board in December for approval. Plan will begin in January of 2017.
- Will begin the process of budget planning and Promotion grants in January 2017.
- Discussed Quilt Trail progress and marketing.
- Occupancy tax reported still up.
- UNC-TV was a success and great coverage for Rockingham County.
- Hunter House Bed & Breakfast in Madison has new owners and have opened for business (brochure handed out).
- TDA awarded a \$15,500 Grant for the marketing of new Blueway Brochures which covers the cost to create and design new brochures.
- Robin & Jamie will be attending the 365 Conference and possibly another tour conference if accepted. Will update more information when contacted.

**b. Jan Critz**

- MillerCoors- Jan gave an update on our marketing efforts for the MillerCoors property.
- Continually building alliance with our workforce team and the goal to be a “Work Ready” Community.
- Starting the beginning process of “cleaning up” and working on the by-laws and statute and suggests to consider approving new strategic plan that will be in line with the County’s action plan.

**c. Jenny Edwards**

- Suggested a “Boardwalk” in Miller Hardpan Forest, would attract a lot for Tourism.
- Discussed accomplishments of variety of trails and recreation in the last year.

- New items ahead for 2017 include Mountains to Sea Trail and \$85,000 in Grant submission for trail expansions.
- Mayodan Bike Trail will be hosting a cycle event and expect to be quite large. Asked for input on accommodations for attendees and a few Board members stated will ask churches and recreation departments for assistance.

**III. OLD BUSINESS**

**a. Approval of the August 10, 2016 Minutes**

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

**IV. NEW BUSINESS**

**a. Robin-Fund Balance**

- Requested Fund Balance to pay to reprint Trail Guide. Will be adding more trails and Debbie Moore suggested to only print 1000 now. Will plan to budget next year for more reprinting as new trails will be implemented then. Debbie Moore made motion to take from Fund Balance for reprints and seconded by Ken White. Upon a vote, Burton Matherly, chair, ruled the motion was approved unanimously.

**V. COMMUNITY UPDATES:**

- Scott Dalton discussed advertisements in Blue Ridge Outdoors magazine. Hayodan was rained out and Mayo River State Park Event was rescheduled for Nov 20. Beers and Burlap Business has opened along with the Arts Center.
- Ken White reminded of the upcoming Eden Parade on Nov 25, the Open House Downtown will be 12/4, Draper Parade is 12/3, Uprising Books has added beer to menu and still working on expanding Greenway.
- Burton Matherly announced that Deep Springs has re-opened now and should attract several from out of town in to the new greens.
- Nathan Daly states occupancy is still going good. Possible new plant on Berry Hill.
- Stacy Burns announced Reidsville Chamber working on new Directory, had a successful Fall Festival. Lucky Strike is obtaining new investors and the Rocktoberfest was great turn out and had more attendees than anticipated.
- Debbie Moore announced Art Rocks Event at Market Square May 6, 2017. UMAR & ROCO Arts Festival sponsoring. Artists will paint on rocking chairs and auctioned.
- Dixie Penn reminded everyone of the Wine Tasting & Extravaganza at Deep Springs on February 4, 2017.

**VI. ADJOURN**

Motion was made to adjourn by Scott Dalton and seconded by Debbie Moore. Meeting was adjourned by Burton Matherly at 9:50a.m.

Respectfully submitted,  
By Betsy Brame, for

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Ken White, Secretary  
Rockingham County  
Tourism Development Authority

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Date