

MINUTES
ROCKINGHAM COUNTY
TOURISM DEVELOPMENT AUTHORITY
Economic Development Building
August 10, 2016

Members Present:	Members Absent:	Others Present:
Dixie Penn, Chair Burton Matherly Ken White Robin Yount Texie Needham Nathan Daly Debbie Moore Barbara DeJournette Stacy Burns	Scott Dalton	Betsy Brame Comm. Mark Richardson Jamie Rorrer

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, August 10, 2016 in the Center for Economic & Tourism Development Building.

I. CALL TO ORDER

Dixie Penn, Chair, presided and called meeting to order at 8:35 am and welcomed everyone and the new members coming aboard to the meeting. Everyone introduced themselves and Robin thanked Dixie for serving on the board.

II. REPORTS

a. Robin Yount

- Tourism brochures are still being requested and sent out.
- Visitors Guides, Quilt Trail and Our Town brochures are still being distributed.
- New Website is live and views are up. Visitrockinghamcountync.com.
- Discussed new Quilt Trail is still building and currently have 2 more added.
- Occupancy tax reported still up.

b. Jamie Rorrer & Robin Yount

- Discussed Print Ad History, adding new ads, and co-ops.
- June 9th “Social Media Take-Over” spent the day taking pictures of the County and placed on all Social Media all day for viewing and was a great success.
- TV digital ad campaigns running.
- Water recreation video (paid for by Duke) has been a great asset and campaign along with TV commercials & digital ads.
- Jamie discussed the last 3 year re-cap, goals and next steps.
- Demonstrated the UNC-TV video that was aired.
- Next meeting will be held September .

c. Keith Martin – State Parks

- Mayo River updated on State Park , has new brochure, new land acquisition to wrap up in September. Will be celebrating 100th Anniversary of State Parks and will be having a big celebration on October 8th.
- Event of canoe on the River will be held August 27th.
- Weddings are being reserved for next year at the Park.

III. OLD BUSINESS

a. Approval of the June 8, 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 Barbara DeJournette. Upon a vote, Dixie Penn, ruled the motion was approved unanimously.

IV. NEW BUSINESS

a. New Board Members

- Dixie Penn, Chair, asked the board if there was motion to accept the new members. Motion to approve was made by Texie Needham and seconded by Debbie Moore. Upon a vote, Dixie Penn ruled the motion was approved unanimously.

V. COMMUNITY UPDATES:

- Texie Needham reminded everyone to view the City of Reidsville website for all current events. Cruise-Ins and Farmers Market.
- Ken White reminded of the upcoming River Fest, Movies in the Grogan Park still on-going. Discussion of possibly quilt square for the Park also.
- Burton Matherly discussed the rescheduling of the boat race to September 10th, Stoneville cruise-ins, Wyndham Golf and Deep Springs greens are closed but will be installing new ones and should attract more tourists.
- Nathan Daly states business is still going good. Tracks his clients reason for staying in town and will generate that information over to the board.
- Stacy Burns announced they had just under 8,000 to visit the Camp and are having more people staying overnight and a lot coming from Guildford County. They have established approved field trips. Will be partnering with free clinic around Halloween.
- Mark Richardson reminded about the Farmers Market at the Shiloh Airport now.
- Debbie Moore discussed Pop Series, Fine Arts Festival holding “passion for trashin” and can be any products put together for art project. Entry date is last Thursday in September and October 7th having open reception and judging.
- Barbara DeJournette reminded everyone of the Exercise and Yoga being held at Market Square.
- Jamie Rorrer reminded of Farmers Market week and the Rockingham Market at Chinqua Penn.

VI. ADJOURN

Motion was made to adjourn by Burton Matherly and seconded by Barbara DeJournette. Meeting was adjourned by Dixie Penn at 9:50a.m.

Respectfully submitted,
By Betsy Brame, for

Barbara DeJournette, Secretary
Rockingham County
Tourism Development Authority

Date