

MINUTES

ROCKINGHAM COUNTY
TOURISM DEVELOPMENT AUTHORITY
Economic Development Building
January 12, 2017

Members Present:	Members Absent:	Others Present:
Burton Matherly-Chair Ken White Nathan Daly Debbie Moore Barbara DeJournette Scott Dalton Dixie Penn	Stacy Burns Texie Needham Mark Richardson	Robin Yount Betsy Brame Jan Critz

The Rockingham County Tourism Development Authority met at 8:30 am, Wednesday, January 12, 2017 at the Center for Economic & Tourism Development Building.

I. CALL TO ORDER

Burton Matherly, Chair, presided and called meeting to order at 8:34 am and welcomed all to the meeting.

II. REPORTS

a. Robin Yount

- Tourism brochures are still being requested and delivered and mailed out.
- Website had been “hacked” but work in progress to correct
- Partnering with Economic Development on new 3yr Strategic Plan. Will be asking for Board’s support and help throughout the process to be successful
- Working on budget planning and to be completed by March, will vote on in April. Possibility of Executive Board meeting in late February to discuss
- Working on Antique Trail Brochure and will be sent out to the Board and Communities when completed
- Working on design and details for BlueWay Trail and Shiloh Fly In Event
- Occupancy tax reported up to 12%. Nathan Daly expressed most of clientele is still from Miller Coors. Hunter House B & B has re-opened also
- Commissioner, Mark Richardson has been designated to be Ex-Officio on the TDA Board and Kevin Berger to act as secondary
- June 28th will the TDA Grants Meeting. Grants have been updated on website and will begin taking applications in April
- Robin & Judy Yarbrough will be attending the Travel Showcase in Missouri in March and will be representing for Rockingham County
- Robin & Jamie will be attending the Visit NC 365 Tourism Conference in March.

b. Jan Critz

- Miller Coors- Jan stated still marketing and the County has some leads.
- Hotel letters are currently being updated
- Projects are continuing to come in and currently working and submitting them weekly
- Several marketing trips coming up and partnering with Tourism for networking.

- Announced Love's Travel will be locating in Rockingham County soon.

III. OLD BUSINESS

a. Approval of the November 9, 2016 Minutes

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

IV. NEW BUSINESS

a. Robin-Legislation Law

- Discussed TDA Legislation and State Guidelines for the Board – Proposes to 9 voting members and 3 Ex-Officio members all to be appointment by County Commissioners. Removal of Chinqua Penn Foundation appointment. Member will continue to serve 3 year terms as before. Chair will serve for 1 year as before also. Fair and equal representation of the County with recommendations being made by municipalities and Chambers. Burton Matherly suggested for the TDA Board update the by-laws as well once approved. Motion to except the new proposed State Guidelines was made by Ken White and seconded by Debbie Moore. Upon a vote, Burton Matherly, chair, ruled the motion was approved unanimously. Attached is the complete proposed Legislative changes.

V. COMMUNITY UPDATES:

- Scott Dalton announced the Kmart in Madison will be closing. The Mayodan Arts Center has been very busy and a lot of traffic
- Ken White announced the new grand-opening for McDonalds in Eden will be today. Several new restaurants will be opening along with Southern Comfort has been opened for a few weeks
- Barbara DeJournette announced Reidsville Florist closing and Round About Way will be moving to another location
- Nathan Daly states occupancy is still going good, a lot of wrestling tournament clients
- Debbie Moore reminded everyone of the Fine Arts Festival held at Eden City Hall in April
- Dixie Penn reminded everyone of the Wine Tasting & Extravaganza at Deep Springs on February 4, 2017

VI. ADJOURN

Motion was made to adjourn by Barbara DeJournette and seconded by Ken White. Meeting was adjourned by Burton Matherly at 9:30a.m.

Respectfully submitted,
By Betsy Brame, for

Ken White, Secretary
Rockingham County
Tourism Development Authority

Date