

PUBLIC INPUT SIGN UP SHEET

PUBLIC INPUT SHALL BE LIMITED TO
THREE (3) MINUTES PER PERSON.

EACH PERSON SHOULD:

- (1) STATE YOUR NAME
- (2) IN WHAT AREA OF THE COUNTY YOU LIVE
- (3) SPEAK IN A CLEAR AND COURTEOUS MANNER.

Please Print:

	<u>NAME</u>	<u>ADDRESS</u>	<u>ISSUE</u>
1.			
2.	JERRY DAVID	324 BENJAMIN WAY	STORMWATER
3.	James Monahan	94 Spruce Hill Dr	Stormwater
4.	Linda Bruton	103 Estate Dr	Stormwater
5.	Joshua Glover	65 OLD HAW CREEK Rd.	Stormwater
6.	Richard Friedlander	52 W. ...	Stormwater
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HENDERSON COUNTY
RESOLUTION OPPOSING UNITED STATES SENATE BILL 3194
“THE PUBLIC SAFETY EMPLOYER-EMPLOYEE COOPERATION ACT OF 2009”

WHEREAS, County Governments currently provide employee salaries, benefits and working conditions that are responsive to the fiscal ability of county governments and reflect the priorities of the communities that elected officials represent; and

WHEREAS, according to the United States Bureau of Labor Statistics, wages alone for local government employees who are union members cost governments 33 percent more than nonunion employees; and

WHEREAS, the difference for protective service occupations - which includes police and firefighters - is even greater. These union members' wages cost 62 percent more than nonunion employees.

WHEREAS, collective bargaining agreements would drive personnel costs much higher in a time counties are already facing demand for higher service levels and lower taxes. On average, collective bargaining agreements increase the personnel cost to local governments by an estimated 15-20 percent; and

WHEREAS, mediation or arbitration would add additional costs and result in tax increases to our citizens; and

WHEREAS, S. 3194 would treat classes of county employees differently.

BE IT ORDAINED, by the County of Henderson's Board of Commissioners that:

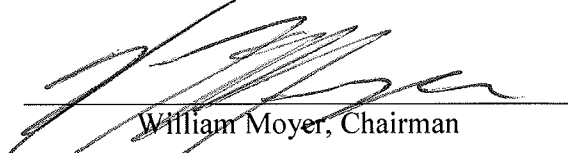
Section 1. That the Board of Commissioners of Henderson County, North Carolina, is in opposition of Senate Bill 3194, known as the Public Safety Employer-Employee Cooperation Act of 2009, currently in Congress, and urges North Carolina's congressional delegation to oppose S. 3194.

Section 2. The foregoing RESOLUTION was read, passed, and adopted by the Board of Commissioners of Henderson County, North Carolina, meeting in regular session on the 20th day of May, 2010.

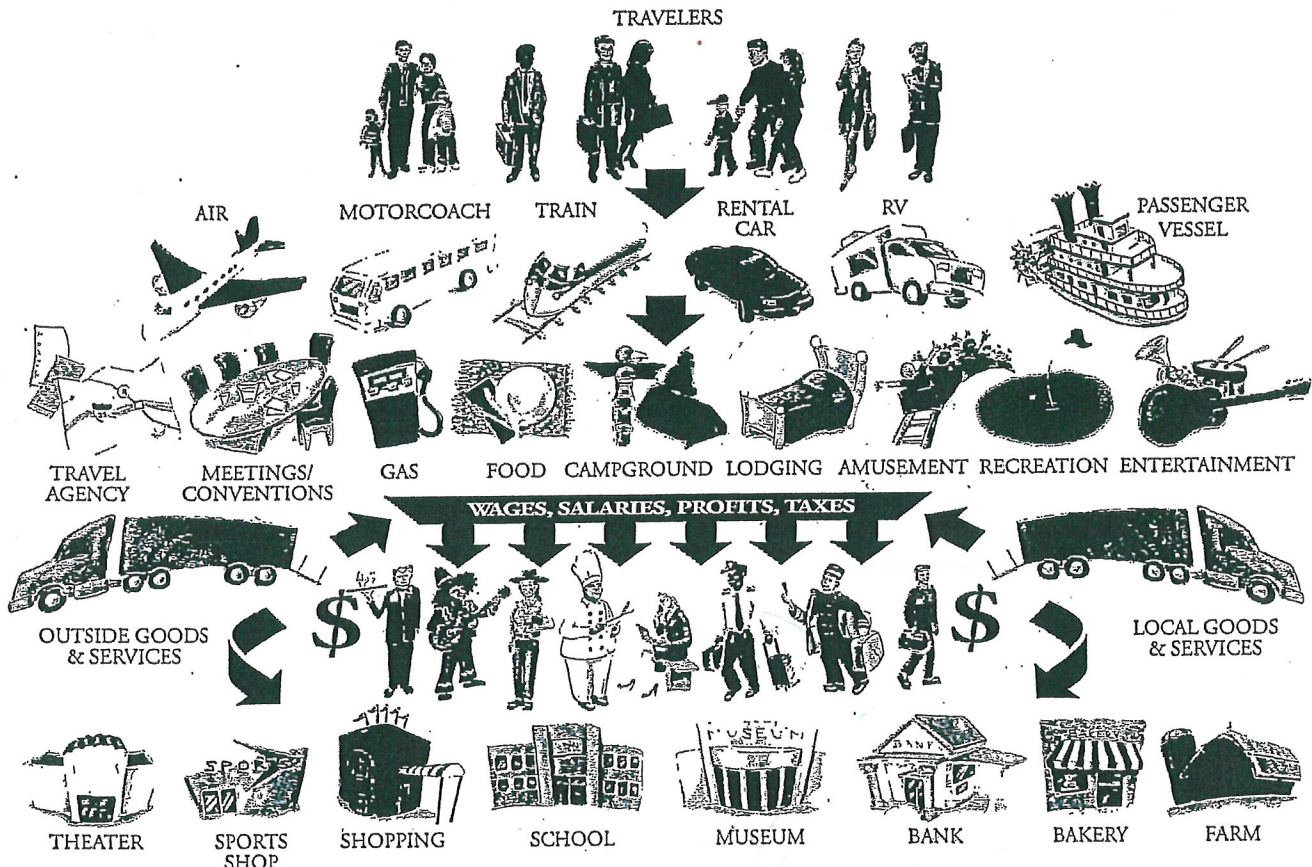
Attest: (County Seal)



Terry Wilson, Clerk to the Board


William Moyer, Chairman

HOW TOURISM DOLLARS ARE SPENT



TOURISM IS IMPORTANT TO OUR LOCAL ECONOMY

IN 2008, TOURISM GENERATED 198.62 MILLION DOLLARS IN RETAIL SALES AND 9.34 MILLION DOLLARS IN SALES TAX FOR HENDERSON COUNTY.

Report based on domestic travel and figures used from six economic sectors: Retail, Recreation, Food service, Lodging, Auto Transportation and Public Transportation.

SOURCE: NC DEPARTMENT OF COMMERCE

HENDERSON COUNTY TRAVEL & TOURISM MISSION STATEMENT

"Our mission is to promote the visitor industry in Henderson county by providing advertising, information, education, and hospitality to increase economic growth while developing and protecting our safe, small town environment."

**Henderson County
Tourism Profile**

Henderson County Travel & Tourism /Visitors Information Center
201 South Main Street
Hendersonville, NC 28792
693-9708 800-828-4244
www.historichendersonville.org
www.historicflatrock.org

Marketing/Branding: Historic Hendersonville & Flat Rock Area, NC

Mission Statement

“ Our mission is to promote the visitor industry in Henderson County by providing advertising, information, education, and hospitality to increase economic growth while developing and protecting our safe, small town environment.

Staff:

Melody E. Heltman	Executive Director
Gabby Snyder	Assistant Director
Karen Baker	Communications Specialist / Web Manager
Larry Harmon	Administrative Assistant
Beth Carden	Event Specialist / Information Specialist
Sue Myers	Temp (Scheduled on as needed basis and during events)

Overview of Services Provided by Visitors Information Center:

- In-house advertising agency creating all advertising/branding, literature, brochures, magazines and response collateral for nation wide distribution.
- Provide hospitality to 100,000+ visitors 362 days of the year.
- Maintain website receiving 700,000 "hits" each year
- Print 150,000 "Mountain Seasons Vacation Planners" each year. Provide a downloadable, virtual version of the planner on the official Henderson County visitors information website.
- Offer marketing opportunities for tourism related businesses in Hendersonville
- Work with community partners to promote county wide events
- Coordinate several major events/activities to stimulate economy.
- Utilize volunteers to enhance hospitality services.
- Distribute hundreds of thousands of pieces of literature.

Funding; Room Tax:

The Travel & Tourism office is a department of the Henderson County government. All operating monies are derived solely from the 4% innkeepers tax. All proceeds from this tax, except for a percentage paid to the county for collecting and distribution of the tax and 1/2 of 1% going to support the operations of the Henderson County Heritage Museum, are used by the Travel & Tourism department to operate the Visitors Center programs to promote the tourism industry in Henderson County.

In 2008 domestic tourism in Henderson County generated retail sales of \$198.62 million and added \$9.34 million to the local tax base. This is a decrease of 0.6% over 2007 figures. Henderson County is ranked 17 out of 100 counties in tourism expenditures.

Current Budget:

The budget for fiscal year 2009-2010 is \$1,205,017.00 The fiscal year runs from July 1 through June 30. This includes Room Tax projection, penalties and interest, interest earned, Mountain Seasons advertising, product sales, community events (booth rental/sponsors), insurance claims, and fund balance appropriated.

Grants:

The Travel & Tourism Board funds grants to Henderson County non-profit organizations for the purpose of promoting events, attractions and festivals that attract visitors from outside Henderson County. A major portion of the funds are required to be spent outside of the county to draw visitors into the area, thus stimulating the economy. The current budget for Grants is \$20,000.

Visitor Center Schedule:

The Visitor Information Center is open 362 days, seven days a week. Monday through Friday 9am-5pm and weekends 10am-5pm. The center adheres to the Henderson County offices schedule of closings due to weather conditions. The center is open all holidays (except Thanksgiving Day, Christmas Day and New Year's Day). Volunteers work with two staff people (staff rotates working on holidays). Holiday hours are 10 am - 5 pm

Summer evening concert series hours Mondays & Fridays are 7PM-9PM. Two volunteers man the visitors desk inside, a double staff custodial team works 8:45PM – 10PM or until clean up of outside areas and building is completed.

Volunteer Staff:

HCTT recruits qualified volunteers to assist visitors at the front desk; mailing the response piece- the Mountain Seasons Vacation Planner; or helping with many of the events produced by HCTT such as Garden Jubilee Festival, Music on Main Street and Monday Night Street Dances. Several volunteers prefer to work as subs on "as needed" basis.

Approximately 65 volunteers now participate in the program working several thousand hours each year.

The work day is divided into two, four hour shifts (9am - 1pm and 1pm - 5pm) (weekend hours are 10:00am-1:30pm and 1:30pm-5pm) The entire volunteer staff including those working the center desk and festivals number around 75.

Volunteer Training:

Each volunteer is issued a "volunteer manual" upon joining us and is given a 90 day trial period. Several hours of one-on-one training as well as observation is required before actually stepping into the position of serving the public.

Training and education is provided in serving the visitor at our counter, as well as field trips to Henderson County accommodations, businesses and attractions and to WNC area attractions.

Each volunteer, along side the staff, receives mandatory training in all aspects of OSHA including hazcom, bloodborne pathogens, fire safety, violence in the workplace, and general safety training. The mandatory bloodborne pathogens training must be accomplished every 12 months.

Literature Produced by Travel & Tourism:

"Mountain Seasons Vacation Planner"

"Historic Hendersonville & Flat Rock Area" English version brochure

"Historic Hendersonville & Flat Rock Area" German version brochure (one time printing for promotion around the Atlanta Olympics)

"Home for the Holidays"

"Dogwood Trail"

"Apple Blossom/Apple Harvest Trail"

"Garden Jubilee Festival "

"Music On Main Street"

"Monday Night Street Dance"

Travel & Tourism also partners with non-profit organizations once a year to print promotional rack cards. The savings to Travel & Tourism and the partnering agencies amounts to several thousands dollars. Travel & Tourism gathers all the quotes, places the order, arranges for delivery and bills all participating organizations.

The center displays brochures at no charge for accommodations, attractions, shopping, services, in Hendersonville and attractions brochures for western North Carolina, the Heartland and the Coast. Real estate racks are leased to area realtors on a yearly contract basis. Out of county accommodations are prohibited by Travel & Tourism board to be displayed. (Real estate rental racks are available for \$250.00 to 500.00 per year generating income supplementing community event budget.)

Group Tours and Meetings

Throughout the year, HCTT offers step-on guide services to bus tour companies and individual organizations from across the country interested in learning more about the county during their visit. A knowledgeable staff person steps on the bus to point out historic sites and impart a bit of county history.

The guide could spend as little as thirty minutes or as long as three hours with the group depending on tour leader timeline.

Also, varied services are available for local and out of town groups meeting in the county. The Mountain Seasons Vacation Planner can be mailed beforehand for purposes of information and enticement to attend the meeting and do some sightseeing before, during or after the meeting. The potential for extended stays is highly positive.

The Virtual Mountain Seasons plays a large roll in organizations' timely delivery of information to their members and clientele.

Advertising agency:

- In house agency creating and producing all printed materials as well as placing all media and written copy. All materials are the property of Travel & Tourism and all copyrights are maintained.
- Website redesign in 2010 by in house web manager
- New for 2010 - Website Banner Ads offered to tourism related businesses. All eight spots sold.
- Slide & photo library of area and region containing thousands of images. A fee is charged to for profit businesses wishing to use images and all copyrights are maintained.
- Ongoing public relations program
- Media file of 3,400 contacts nationwide. Email press releases for seasonal and special events regionally and nationally. Press releases received from various event organizers are forwarded onto the press for local, regional and national publications.

A "Weekly Calendar of Events" is sent to all Henderson County accommodations to share with their guests. Downtown merchants, area visitor centers, various area organizations and individuals requests to receive the calendar on a regular basis.

Travel & Tourism Board:

The Travel & Tourism board is comprised of nine volunteers who are members of the community and affiliated with an accommodation, attraction or business tied to the tourism industry.

Four members each are appointed by the City of Hendersonville, four by Henderson County and one from the Chamber of Commerce.

Board Sub-Committees: Budget & Goals, Personnel, Facility & Equipment, Long Range Planning and Grants

.Henderson County demographics:

-County Population: 104,399; City of Hendersonville: 12,997 (2008 Est.) Estimated "Seasonal" Population: Add 33%

-Located 25 miles south of Asheville on I-26 East.

-1,800 commercial lodging rooms : 17 B & B; 18 Hotels; 3 resorts; 9 motels & apartments and 50 cottages or cottage complexes. 15 campgrounds.

-Seven public golf courses and/or golf complexes, one being the only lighted course in Western North Carolina.

-150 restaurants including family variety, fine dining, foreign foods, lunch and quick service.

-3 summer camps for boys; 4 summer camps for girls; 10 summer camps for boys and girls; 1 special camp and 1 religious camp.

-Tourism is realized through scenic beauty, mild climate, attractions, events and festivals, natural areas, parks, recreation and historical sites and areas.

-Tourism is the 4th largest industry(behind manufacturing #1, retirement #2 and agriculture #3 industry) in Henderson County. Apples are the largest harvested crop, thus the North Carolina apple growers selected Hendersonville as the site of the official NC Apple Festival held each year on Labor Day weekend.

Attractions, Historical Sites And Areas: Historic Downtown Hendersonville; The Mineral & Lapidary Museum; Thomas Wolfe Angel; Oakdale Cemetary; Henderson County Farmers Curb Market; The Arts Center; Hands On! A Childs Gallery; Henderson County Heritage Museum; Flat Rock Playhouse - North Carolina State Theatre; Western North Carolina Air Museum; Historic Train Depot And Model Railroad Display; Jump Off Rock; Seventh Avenue Historic District; Dupont State Forest; Historic Johnson Farm; Historic Village Of Flat Rock; Carl Sandburg Home National Historic Site; Old Green River Bridge; St. John In The Wilderness Episcopal Church; Calvary Episcopal Church/Fletcher; WNC Agriculture Center

and Holmes Educational State Forest, Center for Craft, Creativity and Design and Bullington Center.

Events & Festivals: The North Carolina Apple Festival; Garden Jubilee; Chalk It Up; Art On Main; First Friday Downtown; Hendersonville Bearfootin'; 4th of July Parade; Hendersonville Monday Night Street Dances; Music on Main Street; Downtown Antique Show & Sale; March of the Leprechans; Do Tell Story Fest'; Old Timey Days At The Curb Market; Downtown Christmas Parade and Old Fashioned Christmas Celebration; Art on Main; Trick or Treat Street; Antique & Classic Car Shows; Motorcycle Cruise-Ins; 7th Avenue Bizarre Bazaar; Spring & Holiday Tours Of Historic Homes In Hendersonville & Flat Rock Historic Districts; Harambee; North Carolina Mountain State Fair; Fletcher Summer Concerts in the Park; Western North Carolina Air Museum & Air Fairs; Blue Ridge BookFest; Home For The Holidays Events; Foothills Highland Games; Quilt Show; Christmas At Connemara; Flat Rock Barbecue Festival; Sandburg Home Folk Music & Poetry Festival; Farm City Day; Fabulous 4th Of July; Historic Johnson Farm Festival; WNC Fall Harvet Days; Flat Rock Art & Wine Festival Flat Rock Summer Music Series. Many Craft Fairs throughout the year. and seasonal and year round self-guided driving tours driving in Henderson County.

Natural Areas, Parks And Recreation:

City of Hendersonville Parks Walking, Nature and Greenway Trails

Henderson County Parks & Recreation Nature Trails

Town of Fletcher Community Park Walking Trails and Kate's Park Walking & Biking Trails

North Mills River Recreation Area and Hiking/Biking Trails

Carl Sandburg Home, Grounds and Trails

DuPont State Forest Waterfalls, Hiking and Biking Trails

Kellogg Center- Perry Rudnick Nature & Public Art Trail

Historic Johnson Farm Trails

Holmes Education State Forest Hiking, Walking & Talking Trees Trails

Village of Flat Rock Walking Trail

Trails of the Green River Game Lands

The French Broad River

Seven Public Golf Courses and Complexes

Henderson County is adjacent to the Davidson River Area of the Pisgah National Forest and the Blue Ridge Parkway. The Parkway Visitors Center features a movie presentation of history and activities along the Parkway.

Sampling of Cultural Activities And Organizations:

-Flat Rock Playhouse

-Hendersonville Little Theatre

-Skyland Performing Arts Center

-Blue Ridge Community College Concert Series

-Fletcher Arts & Heritage Association

-Hendersonville Film Society

-Hendersonville Symphony Orchestra

-Hendersonville Community Band

-Hendersonville Swing Band

-Hendersonville Chorale

-Henderson County Arts Council

-Art League of Henderson County

-Henderson County Crafters

-WNC Quilters Guild

-Opportunity House

-Carolina Concert Choir

Future Opportunities:

-Creating a DVD in house highlighting all activities in the area to be available to visitors at our center and also for use in trade shows and for travel editors and press releases.

-To continue to update and work towards improving our website for the travel & tourism industry in Henderson County as well as continually updating the extranet system through the North Carolina Travel & Tourism Department.

FY 2011 - 2011
SUMMARY OF REVENUE SOURCES
(FORM E)

ACCOUNT #/DESCRIPTION	JUSTIFICATION	DEPARTMENTAL REQUEST - BASE BUDGET		
		CURRENT YEAR (FY 09-10) BUDGET	CURRENT YEAR (FY 09-10) ESTIMATE	FY 2010-2011 REQUEST
13 40100	Fund Balance Appropriated			Zero
13 414000	Advertising Revenue			\$44,000
13 433000	Occupancy Taxes 3.5%			\$827,319
	Occupancy Taxes .5% - Heritage Museum			\$118,189
13 433001	Penalties & Interest			\$2,000
13 477000	Product Sales			\$20,000
13 477001	Community Events			\$51,000
13 481001	Interest Earned			Zero
	TOTAL	\$0	\$0	\$1,062,508
ACCOUNT #/DESCRIPTION	JUSTIFICATION	DEPARTMENTAL REQUEST - EXPANSION BUDGET		
				FY 2010-2011 REQUEST
				FY 2010-2011 RECOMMEN

TRAVEL AND TOURISM FINANCIAL REPORT
MARCH 31, 2010

	FY2009 YTD	FY2010 YTD	FY2010 MTD	FY2010 APPROVED BUDGET	AVAILABLE BUDGET	FY2010% USED
REVENUES:						
Occupancy Tax (3.5%)	\$622,758	\$560,477	\$41,605	\$885,264	-\$324,787	63.3%
Occupancy Tax - Museum (0.5%)	88,966	80,067	5,943	103,857	-23,790	77.1%
Penalties & Interest	1,233	1,487	192	2,000	-513	74.4%
Interest Earned	4,165	0	0	1,000	-1,000	0.0%
Advertising	24,514	9,110	0	42,896	-33,786	21.2%
Product Sales	10,742	8,944	544	35,000	-26,056	25.6%
Community Events	31,485	33,182	9,383	35,000	-1,818	94.8%
Fund Balance Appropriated	0	0	0	98,365	0	0.0%
Total Revenues:	783,863	693,267	57,667	1,203,382	-510,115	57.6%
EXPENDITURES:						
Salaries & Wages - Regular	222,930	190,634	20,216	289,419	98,785	65.9%
Salaries & Wages - Temp/PT	11,397	5,217	144	30,000	24,783	17.4%
Deferred Compensation	4,512	2,210	224	5,660	3,450	39.0%
FICA	17,608	14,871	1,547	24,503	9,632	60.7%
Retirement	10,765	9,255	991	16,011	6,756	57.8%
Medical Insurance	38,744	29,229	3,181	49,756	20,527	58.7%
Dental Insurance	2,033	1,546	168	2,635	1,089	58.7%
Unemployment Claims	0	0	0	6,370	6,370	0.0%
Workers Compensation	113	6,414	1,408	12,600	6,186	50.9%
Printing	14,359	-3,064	4	60,000	63,064	-5.1%
Publications	393	166	0	500	334	33.2%
Fuel Costs	0	211	54	400	189	52.8%
Supplies & Materials	2,624	4,086	259	11,000	6,914	37.1%
Local/Regional Promotions	25,395	21,934	535	35,000	13,066	62.7%
Data Processing Supplies	3,698	4,301	313	3,500	-801	122.9%
Inventory	9,669	2,091	0	15,000	12,909	13.9%
Telephone	3,669	3,980	451	6,000	2,020	66.3%
Postage	17,602	13,678	332	40,000	26,322	34.2%
Utilities	10,600	10,520	1,647	10,703	183	98.3%
Maintenance & Repair	14,522	7,395	841	13,000	5,605	56.9%
General Advertising	183,193	175,328	30,479	225,000	49,672	77.9%

Utilities					
534000	Garbage Collection/Utilities				\$1,600
534001	Electricity				\$8,700
534002	Propane/Natural Gas				\$2,000
534003	Water/Sewer				\$1,550
534004	Fuel Oil/Vehicles				\$300
Utilities				Sub Total Utilities	\$14,150
535100	M&R-Bldgs & Grounds		7,000.00		\$2,000
535200	M&R-Equipment		1,000.00		\$1,000
535300	M&R-Vehicles		5,000.00		\$1,500
537000	Advertising		250,000.00		\$200,000
537100	Travel & Staff Development		2,000.00		\$1,500
537101	Volunteer Expenses		5,000.00		\$3,000
539000	Contracted Services		17,000.00		\$17,000
547200	Dues & Memberships		2,000.00		\$2,000
547500	Rental of Equipment		5,000.00		\$5,000
547600	Insurance & General Bonding		6,000.00		\$6,000
569900	Payments to other Agencies Grants		40,000.00		\$20,000
	Transfer To Museum Fund		103,857.00		\$118,189
265613	Transfer to General Funds Transfer to General Loan InsuranceSettlement		35,000.00		\$38,000 \$47,896 31454
Total			\$1,082,778		\$1,062,509

512100	S&W-Reg			\$266,386		\$262,811
512200	S&W-Overtime			0.00		\$1,000
512600	S&W-Temporary/Part-Time			30,000.00		\$10,145
513200	Special Separation Allowance			2,800.00		\$0
513400	457 Supp Def Comp			2,860.00		\$2,614
513500	401(K) Supp Def Comp					\$0
518000	FICA			24,503.00		\$21,533
518100	Retirement-LGERS			16,011.00		\$17,083
518300	Medical Insurance			49,756.00		\$43,425
518400	Dental Insurance			2,635.00		\$2,309
518500	Unemployment Claims			6,370.00		\$0
518600	Worker's Compensation			12,600.00		\$12,600
518700	Property/Liability Insurance Co					\$4,000
522600	Printing & Binding			80,000.00		\$70,000
523300	Publications			500.00		\$300
526000	Departmental Supplies & Mate			10,000.00		\$8,000
526010	Community Events			\$35,000		\$35,000
526200	Data Processing Supplies			3,500.00		\$5,000
526500	Inventory- Products for Resale			15,000.00		\$12,000
532100	Telephone & Communications			6,000.00		\$6,000
532500	Postage			40,000.00		\$40,000

11:00 a.m. PUBLIC HEARING

Sign-up Sheet

**Proposed road name assignments for
US 25 Highway Connector Project**

May 20, 2010

Please Print

Name:

Address:

1.	Jean Moncrief	101 Green Rv. Dr.
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