



# Henderson County TDA Board Meeting Minutes

January 25<sup>th</sup>, 2022

Henderson County Welcome Center, 201 South Main Street Hendersonville, NC 28792

## Call To Order , Welcome, and Approval of Minutes

Debi Smith, Chair

Chair Debi Smith called the meeting to order at 1:01 pm. Minutes were reviewed. Motion made by Richard Rhodes to accept the December 14, 2021 minutes. Motion seconded by Brittany Brady. Motion approved.

## Financial Report

Samantha Reynolds, Finance Officer

Samantha Reynolds gave the budget report for the month of November 2021. FY21-22 Collections are ahead of the previous year and the expenditures are under the projected budget. Occupancy collections for December 2021 thru January 20, 2022 are ahead of those from December 2020 by around \$45,100.00. Executive Director Michelle Owens discussed a revision for the budget ordinance for FY21-22. Collections have historically grown, year to year, at an average rate of 11% annually. Based upon this model, occupancy tax revenues for FY21-22 can be projected at \$3,276,400, or a \$566,400 increase. Therefore, the HCTDA Board is requested to approve a budget amendment, increasing projected occupancy tax revenues from \$2,710,000 to \$3,276,400. Michael Burnette questioned the amount going to Contracted Services (Product Development). Mike suggested the amount be used for advertising for the HCTDA.

**Brittany Brady made a motion to approve the budget amendment as presented, increasing the projected collections for FY21-22 from \$2,710,000 to \$3,276,400, and allocating the increased collections to: Contracted Services (Product Development) - \$300,000, Capital Outlay (Building) - \$200,000, Printing & Binding - \$46,400 and Merit Bonuses - \$20,000. Motion seconded by Richard Rhodes. Motion approved by 6 members; 1 nay from Mike Burnette.**

## TDA and Industry Data Analysis Report - Michelle Owens, Executive Director

Michelle Owens presented the takeaways from AirDNA and STR to the board.

## Chairman's Report

Debi Smith, Chair

Chair Debi Smith congratulated the HCTDA staff on the Tourism Conference that was held January.

Chair Smith asked Richard Rhodes to give an update on the marketing committee. The marketing committee at their meeting heard from Distl PR and BigHouse Marketing. Chair Smith asked Zach Horn to give an update on the grants committee meeting. HCTDA grants will be having an informational meeting on January 26, 2022 at Cascade Mtn Resort from 3-6 pm for anyone interested in the grants process. The meeting will be available via Zoom for anyone that cannot make it.

## TDA Activity Report

Michelle Owens, Executive Director

Michelle went over the highlights from the activity report compiled from the work from the TDA staff for the month.

## New Business

Chair Smith asked that the March board meeting be moved to March 29, 2022 so that staff can attend the 2022 Visit NC 365 Conference in Durham, NC.

## Closed Session

Chair Smith asked for a motion to go into closed session for attorney-client privilege. Brittany Brady made the motion. Motion was seconded by Richard Rhodes. Motion approved. Chair Smith called the board out of closed session at 2:25 pm.

**Selena Einwechter made a motion that the HCTDA enter into a Grant Agreement with Henderson County to provide a total of \$2.5 million for construction of the Ecusta Trail, with \$500,000 due upon execution, the remainder to be paid in \$500,000 increments so long as funding is available at the time the increment is requested and in accordance with the terms of the Grant Agreement. To the extent this Motion is contrary to Resolution #1FY21-22, the Resolution is amended to be consistent with this Motion. Zach Horn seconded the motion. Motion approved.**

## Adjournment

Motion made by Zach Horn to adjourn at 2:28pm. Seconded by Brittany Brady. Motion approved.

## HCTDA Board Members In Attendance:

- Debi Smith, Chair
  - Present
- Brittany Brady
  - Present
- Mike Burnette
  - Present
- Selena Einwechter
  - Present
- Zach Horn
  - Present
- Danielle McCall
  - Present
- Richard Rhodes
  - Present
- Samantha Reynolds, Ex-Officio Finance Officer
  - Present