



Henderson County TDA Board Meeting Minutes

August 23rd, 2022

Mike's on Main (Upper Room)

300 North Main Street Hendersonville, NC 28792

Call To Order, Welcome, and Approval of Consent Agenda

Richard Rhodes, Chair

Chair Richard Rhodes called the meeting to order at 12:26 pm. Motion made by Brittany Brady to accept the consent agenda. Motion seconded by Danielle McCall. Motion approved unanimously.

Fund Balance Draft Calculation

Samantha Reynolds presented a draft of the FY22 fund balance reserve calculation. The draft shows the preliminary numbers for the new fund balance based upon the new policy implemented last FY.

Board Retreat

Sabrina Rockoff HCTDA attorney gave a presentation to the board on duties of a board member, open meeting laws, closed session, conflict of interest and public comment.

Michelle Owens reviewed the 2022-23 Strategic Plan of work for the TDA. FY2021-22 was a year of building out the foundation of governance, organizational strategy, personnel alignment and marketing contractor alignment. FY2022-23 now builds on the foundations laid in 2021-22. FY2022-23 has a heavy emphasis on building our marketing "machine": our creative, and our plan. The 2nd emphasis for FY2022-23 is our Community Outreach programs, with an audit of existing programs and the development of future plans. 3rd emphasis will be the renovations of our offices and the Welcome Center which will further professionalize our staff and enable their efforts; equally important will be the complete overhaul of our welcome center for guests.

Adjournment

Motion made by Danielle McCall to adjourn at 3:00pm. Seconded by Brittany Brady. Motion approved unanimously.

HCTDA Board Members In Attendance:

Richard Rhodes, Chair

- Present

Travis Bonnema

- Present

Brittany Brady

- Present

Steven Brown

- Present

Joe Dinan

- Absent

Selena Einwechter

- Present

Julie Hall

- Present

Danielle McCall

- Present

Jeremy Weber

- Present

Samantha Reynolds,

Ex-Officio Finance

Officer

- Present