



Henderson County TDA Board Meeting Minutes

October 25th, 2022

Henderson County King Street Meeting Room, 100 North King Street, Hendersonville, NC 28792

Call To Order, Welcome, and Approval of Consent Agenda

Chair Richard Rhodes called the meeting to order at 1:00 pm. Motion made by Danielle McCall to accept the consent agenda. Motion seconded by Brittany Brady. Motion approved unanimously.

Committee Meeting Reports

Danielle McCall gave an update on the Grants Committee meeting held October 25th, 2022 prior to the monthly board meeting. The Grants Committee made a recommendation to extend Hola Carolina Fiesta Hendersonville event FY22 grant to FY23 grant year and the NC Amateur Sports-Mountain to Coast ride event with the stipulation that the ride event will come back to Henderson county in the next two years. These events were cancelled because of Hurricane Ian and the NC state of Emergency. Brittany Brady seconded the recommendation. Motion approved unanimously.

Travis Bonnema gave an update on the Community Outreach Committee meeting held October 13th, 2022.

Brittany Brady gave an update on the Marketing Committee meeting held October 20th, 2022. Brittany presented Paradise Advertising's marketing concepts to the full board. The marketing committee made a recommendation to choose concept #2 (Find Your Mountain Moments). Danielle McCall seconded the recommendation. Motion approved unanimously.

Ad Contract

Danielle McCall made a motion to recuse Richard Rhodes from discussion and vote on the ad contract for WHKP. Travis Bonnema seconded the motion. Motion approved unanimously. Michelle Owens discussed the ad contract with WHKP. The contract is for the advertisement on 2 billboards for the grant program (2 months) and the holiday decorating contest (1 month) for a total of \$1500.00. Brittany Brady made a motion to purchase the advertising with WHKP for the billboards. Steven Brown seconded the motion. Motion approved unanimously with Richard Rhodes recused.

Requested Letter of Support

Brittany Brady made a motion to go into closed session based on NC Gen. Statue 143-318.11 sub section 3 which states "To consult with an attorney employed or retained by the public body in order to preserve the attorney-client privilege between the attorney and the public body, which privilege is hereby acknowledged." Danielle McCall seconded the motion. Motion approved unanimously.

Adjournment

After coming out of closed session, the board took no action. Motion made by Danielle McCall to adjourn at 2:00pm. 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

- Present

Selena Einwechter

- Present

Julie Hall

- Present

Danielle McCall

- Present

Jeremy Weber

- Present

Samantha Reynolds,
Ex-Officio Finance
Officer

- Absent