

Henderson County TDA Board Meeting Minutes

July 25th 2023, 1:00pm

Henderson County King Street Building, 100 North King Street, Hendersonville, NC 28792

Call To Order, Welcome & Approval of Consent Agenda

Chair Richard Rhodes called the meeting to order at 1:00 pm. There was no public comment made by those in attendance. The newest board member, Debi Smith from Cascades Mountain Resort was introduced. Motion made by Danielle McCall to accept the consent agenda. Motion seconded by Brittany Brady. Motion approved unanimously.

Committee Meeting Reports

Travis Bonnema reported on the most recent Community Outreach Committee meeting, including announcing two upcoming partner events, a Branding and Marketing Workshop and Partner “Speed Dating” networking event. Brittany Brady reported on the recent Marketing Committee meeting, which included the year-end marketing report from Paradise Advertising. All committee members agreed that it would be beneficial to share a summarized version of the report with the rest of our tourism partners. It was requested that the report itself also be shared with the remaining board members. All will be informed when the summarized version is available to partners.

Discussion

Michelle Owens updated the board on the status of end of year financial reporting, contracted work, new programs (including photography, wayfinding signage, trademarking, etc.), staffing changes, and the Welcome Center construction. Michelle Owens also reported on the recent NC Wine Digital Summit that was held in Henderson County as well as the large amount of PR work that has taken place in the last month. Selena Einwechter reported on the current status of the Ecusta Trail. All board members requested Outlook calendar invites to all board and committee meetings, which will be sent by HCTDA staff.

Adjournment

Debi Smith made a motion to adjourn at 1:37 pm. Motion seconded by Brittany Brady. Motion approved unanimously.

HCTDA Board Attendance

Richard Rhodes, Chair
Present
Danielle McCall, 1st Vice Chair
Present
Brittany Brady, 2nd Vice Chair
Present
Travis Bonnema
Present
Joe Dinan
Present
Selena Einwechter
Present
Julie Hall
Present
Debi Smith
Present
Jeremy Weber
Absent

Samantha Reynolds,
Ex-Officio Member,
Finance Officer
Present