

HENDERSON COUNTY TDA BOARD MEETING MINUTES

March 26th, 1:00pm

Henderson County 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. Motion made by Travis Bonnema to approve the consent agenda. Motion seconded by Jeremy Weber. Motion approved unanimously.

Discussion

Michelle Owens reviewed the February Financial report, Director's Activity & Goals Timeline.

Melanie Black gave an update on the monthly marketing.

Dara Hossley gave an update on the construction for the Welcome Center.

Sabrina Rockoff, attorney, gave a legal report on an NC Occupancy Tax-related case out of Currituck county.

Committees:

Danielle McCall presented the FY24 grants recommendation.

The grants committee make a recommendation to approve grants as presented as tourism related expenditures, designed to increase the use of lodging facilities, meeting facilities, recreation facilities and convention facilities in the county. Joe

Dinan made a motion to approve the grants committee recommendations.

Motion seconded by Julie Hall. Motion approved unanimously.

The grants are as followed: Destination Enhancement Grants- Art League of Henderson County \$9,000, Bullington Gardens \$9,500, Ecusta Market & Café

\$13,000, Hendersonville Toy Company \$13,000, Marked Tree Winery \$50,000, Ride Rock Creek \$30,000 and Sideways Farm & Brewery \$13,000. The Destination Event Grants- ASAP \$2,000, Arts Council of Henderson County \$10,000, Arts Council of Henderson County, Inc. \$6,000, Catalyst Sports \$10,000, Davis Ranch \$1,000, Friends of Downtown Hendersonville \$4,000 (Garden Jubilee), Friends of Downtown Hendersonville \$6,000 (Holiday Events 2024), Friends of Downtown Hendersonville \$5,000 (Rhythm & Brews), Friends of Laurel Park, Inc. \$4,000, Marked Tree Winery LLC \$7,700, Mills River Parks & Recreation \$1,000, Narnia Studios \$600, NC Cyclo-Cross, LLC \$5,000, Western NC Unit 171 \$2,000. The Destination Marketing Grant- Art League of Henderson County \$1,600, Arts Council of Henderson County, Inc. \$2,000, Bullington Gardens \$1,270, Ecusta Market & Café \$7,000 and Four Seasons Rotary Charitable Foundation \$1,000.

Travis Bonnema gave an update on the Community Outreach Committee.

Adjournment

Danielle McCall made a motion to adjourn at 1:51 pm. Motion seconded by Jeremy Weber. Motion approved unanimously.

HCTDA Board Attendance

Richard Rhodes, Chair
Present

Danielle McCall, 1st Vice Chair
Present

Brittany Brady, 2nd Vice Chair
Absent

Travis Bonnema
Present

Joe Dinan
Present

Selena Einwechter
Absent

Julie Hall
Present

Debi Smith
Present

Jeremy Weber
Present

Samantha Reynolds,
Ex-Officio Member,
Finance Officer
Absent