

# COMMUNITY OUTREACH COMMITTEE MEETING MINUTES

April 9, 2024, 1:00PM

Echo Mountain Inn, 2849 Laurel Park Hwy., Laurel Park, NC 28739

## Call to Order, Roll Call and Approval of Minutes

- Chair Travis Bonnema called the meeting to order at 1:05 pm on April 9. Motion made by Jeremy Weber to accept the February meeting minutes. Motion seconded by Travis Bonnema. Motion approved unanimously.

## Discussions:

- Michelle Owens presented draft guidelines and goals to the committee
  - Committee voted to recommended implementing the guidelines; Motion made by Travis Bonnema to accept, motion seconded by Jeremy Weber.
  - Committee will review goals and make recommendations during the May committee meeting
- Amy Boswell presented committee application. Committee approved the application
- Committee discussed committee inquires received during the Annual Tourism Conference
- Amy Boswell presented the committee with the Partner Program Plan overview that the Partner Program team put together
- Amy Boswell presented the 2025 Debi Smith Heart for Hospitality Application. Committee approved the application
- Amy Boswell presented FY 24-25 proposed Community Outreach Committee Meeting dates. Committee approved the dates.

## Adjournments

- Travis Bonnema made a motion to adjourn at 02:04 pm on April 9. Jeremy Weber seconded the motion. Motion approved unanimously.

## Next Meeting

May 14, 2024, 1:00 pm

Blue Ghost Brewing Company

125 Underwood Rd

Fletcher, NC 28732

## HCTDA Outreach Committee Members

- ✓ Travis Bonnema, Chair
- ✓ Jeremy Weber

## HCTDA Staff:

- ✓ Amy Boswell
- X Melanie Black
- ✓ Julie Hayes
- ✓ Michelle Owens

## Paradise Advertising:

- X Kristen Murphy