

# HCTDA MARKETING COMMITTEE MEETING MINUTES

**January 17th, 2024, 2:00pm**

**Henderson County Partnership for Economic Development Office, 330 N King Street, Hendersonville, NC 28792**

## **Call To Order, Welcome, and Approval of Minutes**

Chair Brittany Brady called the meeting to order at 2:07pm. A motion to approve the minutes from the previous meeting was made by Mike Burnette. The motion was seconded by Julie Hall.

## **Update on TDA Happenings**

Melanie Black from the HCTDA updated the committee on top-level details about the Tourism Conference planning and thanked the committee for their suggestions; mentioned the number of grant requests; and reviewed shifts in staff roles while Amy Boswell is out on maternity leave.

## **Marketing, PR & Website Report**

Melanie Black went over the monthly marketing report.

## **Discussions**

- Melanie Black reviewed the top 10 most visited pages from the last 7 months (from monthly marketing reports), and together, the committee reviewed those that were most commonly on the list. We took the closest look at the pages that HCTDA staff feels needs the most work: the Outdoors section (including hiking, biking, fishing, etc.), the Main Street Strolls page, and the blog. The committee exchanged ideas, reviewed other websites that function similarly, and provided a lot of useful feedback as to what they think would be most helpful for visitors using these pages.

## **Adjournments**

Mike Burnette made a motion to adjourn the meeting at 3:26pm. The motion was seconded by Julie Hall.

HCTDA Marketing  
Committee Members  
Attendance:

Brittany Brady, Chair

- Present

Mike Burnette

- Present

Jamie Carpenter

- Present

Julie Hall

- Present

Joe Dinan

Selena Einwechter

Staff Present:

Melanie Black

Michelle Owens

Ashley Downer