

COMMUNITY OUTREACH COMMITTEE MEETING AGENDA

May 14, 2024, 1:00PM

Blue Ghost Brewing Company, 125 Underwood Rd, Fletcher, NC 28732

Call to Order, Roll Call, and Approval of Minutes

Travis Bonnema, Chair

Public Comment

Discussions

- Welcome new members
- FY 23/24 Rewind
 - What set a new bar? What were our wins?
 - What could have been better?
 - What needs to be maintained as-is?
- FY 24/25 Look Forward
 - What do we need to accomplish?
 - What do we want to accomplish?
 - What would be nice to accomplish?
- FY 24-25 Committee Meeting/Partner Event Locations

Travis Bonnema, Chair

Kristen Murphy, Paradise Advertising

Kristen Murphy, Paradise Advertising

Amy Boswell, Manager of Partner Programs

New Business

Adjournment

Next Meeting

June 11, 2024, 1:00 pm

Location TBD

HCTDA Outreach Committee Members

Travis Bonnema, Chair
Mel Ailiff
Robert Gunn
Jeremy Weber
Merit Wolff

HCTDA Staff

Michelle Owens
Amy Boswell
Melanie Black
Julie Hayes

Paradise Staff

Kristen Murphy
Joanna Wilbee-Amis

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