

HENDERSON COUNTY TDA BOARD MEETING MINUTES

March 25th, 2025 1:00pm

Henderson County Welcome Center, 201 S Main Street, Hendersonville, NC 28792

Call To Order, Welcome & Approval of Consent Agenda

Chair Richard Rhodes called the meeting to order at 1:00pm. Motion made by Danielle McCall to approve the consent agenda. Motion seconded by Julie Hall. Motion approved unanimously.

Discussion

Kristen Murphy with Paradise Advertising presented the monthly marketing report.

Vic Knight with Knight Strategies gave a presentation of the master plan for the Welcome Center Phase 2.

Michelle Owens reviewed her Executive report.

Michelle Owens and Randall Cox presented the financial report for January 25.

Michelle reviewed the FY24-25 budget and made a recommendation to the board for \$60,000 for the implementation of the items of the master plan for Welcome Center Phase 2 regarding the Ecusta Trail opening. Michelle made a recommendation to the board for an additional \$60,000 for the creation of the Ecusta trail & Craft beverage trail which is \$20,000, county wide photoshoot \$20,000 and \$20,000 for scouting of locations for the photoshoot for Paradise Advertising.

Julie Hall made a motion to approve the recommendation for the \$60,000 for the implementation of the Ecusta Trail items which include the mural, painting,

signage, and bear placement at the stage area that will be changed to Trailhead Pavilion for the grand opening in June 2025. Motion seconded by Danielle McCall. Motion approved unanimously.

Selena Einwechter made a motion to approve the recommendation for the additional \$60,000 for the Craft and Ecusta Trail creation, photoshoot and scouting o locations for the photoshoot. Motion seconded by Julie Hall. Motion approved unanimously.

Closed Session

Danielle McCall moved that the board go into closed session at this time pursuant to North Carolina General Statute 142-318.11(a)(2), to prevent the premature disclosure of an award recipient; pursuant to North Carolina General Statute 142-318.11(a)(1), to prevent disclosure of information that is privileged and confidential pursuant to the laws of North Carolina, or not considered public record within the meaning of Chapter 132 of the General Statutes; and pursuant to North Carolina General Statute 143-318.(a)(3) to consult with an attorney retained by the Henderson County Tourism and Development Authority about matters with respect to which the attorney-client privilege between the HCTDA and its attorney must be preserved. Motion seconded by Julie Hall. Motion approved unanimously.

Board came out of closed session at 2:41pm.

Adjournment

Richard Rhodes made a motion to adjourn at 2:45pm. Danielle McCall seconded the motion. Motion approved unanimously.

HCTDA Board Attendance

Richard Rhodes, Chair
Present
Danielle McCall, 1st Vice Chair
Present
Julie Hall, 2nd Vice Chair
Present
Travis Bonnema
Present
Brittany Brady
Absent
Roy Dickerson
Present
Joe Dinan
Present
Selena Einwechter
Present
David Ford
Absent

Randall Cox,
Ex-Officio Member,
Finance Officer
Present