



# Henderson County TDA Board Meeting Minutes

February 22, 2022

Historic Johnson Farm 3346 Haywood Road Hendersonville, NC 28791

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

Debi Smith, Chair

Chair Debi Smith called the meeting to order at 1:00 pm. Minutes were reviewed. Motion made by Brittany Brady to accept the January 25, 2022, minutes. Motion seconded by Zach Horn. Motion approved. Chair Debi Smith introduced Mandy Gibson from Historic Johnson Farm and she gave a brief overview of Historic Johnson Farm. Debi asked Joe Dinan, the new City of Hendersonville appointee, to introduce himself. Joe is the owner/operator of Oklawaha Brewing.

## Financial Report

Samantha Reynolds, Finance Officer

Samantha Reynolds gave the budget report for the month of December 2021. FY21-22 Collections are ahead of the previous year and the expenditures are under the projected budget. Occupancy collections for December 2021 thru January 20, 2022, are \$82,311 over the same time frame of FY2021. Total revenues are at 51.9% and expenditures are 25.8%. Samantha and Michelle will be working on a 3<sup>rd</sup> model for occupancy revenues for the FY23 budget. Michelle Owens went over the budget timeline for FY23 budget.

## TDA and Industry Data Analysis Report

Michelle Owens, Executive Director

Michelle Owens presented the takeaways from AirDNA and STR to the board.

## Chairman's Report

Debi Smith, Chair

Chair Smith asked Zach Horn to give an update on the grants committee meeting. The grants committee met before the board meeting. The committee has 11 completed grant submissions with 30 incomplete submissions. Grant applications will be accepted thru February 28, 2022, at midnight. The grants committee will meet March 11, 2022, to review all completed grant applications.

Zach brought to the board a recommended revision to the **“Resolution to consider and support the purchase and installation of playground equipment at Jackson Park in Hendersonville,”** and that the following paragraph: **“That Henderson County shall apply for and receive the allocated funds through the established TDA grant process, pursuant to the terms and conditions of the grant agreement, after January 1, 2022”** be revised as follows: **“That Henderson County shall receive the allocated funds pursuant to the terms and conditions of an executed grant agreement”** in order to better reflect

and honor the intentions of the transfer of \$150,000 from the unallocated fund balance to the product development fund on September 28, 2021, and the passage of the resolution on October 26, 2021. Motion was made by Brittany Brady to accept the revision as written and Selena Einwechter seconded the motion. Motion approved.

## TDA Activity Report

Michelle Owens, Executive Director

Michelle went over the highlights from the activity report compiled from the work from the TDA staff for the month.

## New Business

Executive Director Michelle Owens informed the board of the 2022 NC Main Street Conference that will be held virtually on March 8 & 9. Michelle will forward the email to all board members to register if interested. Selena Einwechter gave an update on the Ecusta Trail and informed the board about a new bike path -- the “Mills River Bike Path” that the Town of Mills River is building that will adjoin the Ecusta Trail at Lazy Otter Outfitters on Banner Farm Road.

## Closed Session

Chair Smith asked for a motion to go into closed session at 1:45pm. Chair Smith made a motion to come out of closed session at 2:13pm. Mike Burnette seconded the motion.

Chair Smith made a motion that given the decision of the board to move from an in-house marketing model to a contracted marketing model relying on outside resources that \$23,682.06, representing all unencumbered employment costs associated with the Director of Marketing and PR position, be moved from those respective budget line items and into the contracted services budget line item for the purpose of using those funds for the contracted marketing and PR services in alignment with our new model. Motion was seconded by Mike Burnette. Motion unanimously approved.

## Adjournment

Motion made by Zach Horn to adjourn at 2:15pm. Seconded by Brittany Brady. Motion approved.

## HCTDA Board Members In Attendance:

- Debi Smith, Chair
  - Present
- Brittany Brady
  - Present
- Mike Burnette
  - Present
- Selena Einwechter
  - Present
- Zach Horn
  - Present
- Danielle McCall
  - Present
- Richard Rhodes
  - Present
- Joe Dinan
  - Present
- Samantha Reynolds, Ex-Officio Finance Officer
  - Present