

Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

January 10, 2012

PRESENT: Paul Johnson, Chairman; Doug Holyfield; J.T. Henson; Karen McBennett; Burke Robertson;

OTHERS PRESENT: Chris Knopf, Assistant County Manager, ED&T; Tammy Johnson, Secretary, ED&T; Kim Bates, Planning Director

Call to Order

Chairman Johnson called the meeting to order at 9:00 a.m. in Room 335 of the Surry County Government Center, 118 Hamby Road, Dobson, NC 27017.

Approval of Minutes

The minutes of the October 11, 2011 meeting were presented. Mr. Henson made a motion to approve the minutes, seconded by Mr. Robertson; all present were in favor, motion carried.

Financial Update

- A. Revenues/Expenditures Update – Mr. Knopf reviewed the year-to-date revenues/ expenditures.
- B. Finance Officer Bonding – Mr. Knopf advised the board that the auditor has recommended the County's Finance Officer, Betty Taylor, to be bonded since the TDA is an independent board, separate from Surry County. The amount recommended was \$50,000 per year. Mr. Knopf asked for the board's approval for the requested amount. Mr. Holyfield made a motion to approve, seconded by Mr. Robertson; all present were in favor, motion carried.
- C. Draft FY12-13 Budget – Mr. Knopf presented a draft budget for FY2012-13. The budget hearing will be set for the April meeting.

Marketing

- A. Yadkin Valley Golf – Mr. Knopf updated the board on the packaging program that he is working on with the TPSC. Initially they have three golf courses and three hotels along with local wineries. Fulfillment will flow through Mr. Knopf's department and money will flow through the Yadkin Valley Chamber of Commerce. The consulting firm will send out the marketing piece at the end of January; the TDA will receive via email. A fall campaign is also being planned.
- B. Website update – Mr. Knopf advised that the TPSC hired a consultant to work on search engine optimization for the website traffic, which proved to show an increase in traffic in November and December.
- C. Yadkin Valley Way Finding Signage Program – Kim Bates discussed the program with the TDA.
- D. NYC and D.C. Media Sessions – Mr. Knopf advised that Craig Distl will be representing the County in NYC. Staff put together gift bags including wine from Shelton Vineyards, Old North

State Winery, and Round Peak Vineyards. Mr. Knopf will be going to D.C. in April along with Jessica Roberts.

- E. Spring Familiarization Tour – Jessica Roberts and Leslie Schlender have spearheaded the tour that will include 10-15 writers for a weekend in the spring.
- F. Horne Creek Farm Grant Extension Request – Mr. Knopf advised that HCF had submitted a letter to request an extension, eight months, to their 2010 Tourism Incentive Grant. Mr. Knopf recommended the board approve thru the end of the fiscal year, June 30, 2011. Mr. Robertson made a motion to approve the extension to June 30, 2011, seconded by Mr. Holyfield; all present were in favor, motion carried.
- G. 3rd Annual Surry Old Time Fiddlers Convention – Mr. Knopf advised that the convention will be held at Surry Community College on March 30 and 31, 2012; sponsorships are welcomed.

Other Items Mutually Agreed Upon

- A. Mr. Holyfield would like to see all Surry County occupancy tax paying entities represented in the golf package.
- B. Mr. Knopf advised that rack stands will be discussed at the TPSC meeting, following the TDA meeting. He provided a list of the rack stand locations received from the TPSC. Distribution is projected to begin around March. They will be purchased by the TPSC and warehoused at the Chamber in Mount Airy. The TPSC will contract with someone to keep them stocked.

Adjourn

Mr. Henson made a motion to adjourn at 10:00 a.m., seconded by Mr. Robertson; all present were in favor, motion carried.

Respectfully submitted,

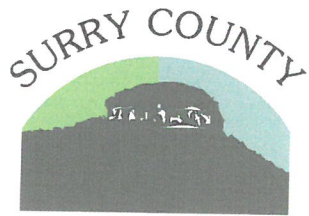


Tammy Johnson

ATTEST:



Chairman



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

April 10, 2012

PRESENT: Paul Johnson, Chairman; Doug Holyfield; Karen McBennett; Burke Robertson;

OTHERS PRESENT: Chris Knopf, Assistant County Manager, ED&T; Tammy Johnson, Secretary, ED&T

Call to Order

Chairman Johnson called the meeting to order at 12:00 p.m. in Room 335 of the Surry County Government Center, 118 Hamby Road, Dobson, NC 27017.

Approval of Minutes

The minutes of the January 10, 2012 meeting were presented. Mr. Holyfield made a motion to approve the minutes, seconded by Mr. Robertson; all present were in favor, motion carried.

FY 2012-13 Budget Public Hearing

Mr. Knopf reviewed the budget proposal and discussed the line items presented. A revision of \$8,000 was transferred from Printing to Marketing since the last meeting.

Chairman Johnson opened the public hearing for the FY2012-13 budget. After receiving no public comments, Mr. Holyfield asked for a breakdown of project expenditures to be shown in the Marketing line item description. There being no further discussion, a motion was made by Mr. Holyfield to close the public hearing and adopt the budget as presented with revisions noted, seconded by Mr. Robertson; all present were in favor, motion carried.

2012-2013 BUDGET ORDINANCE

Be it ordained by the Surry County Tourism Development Authority of Surry County, North Carolina:

SECTION 1. The following amounts are hereby appropriated in the General Fund for the operation of the Tourism Development Authority and its activities for the fiscal year beginning July 1, 2012 and ending June 30, 2013:

<u>CODE</u>	<u>DEPARTMENT</u>	<u>APPROPRIATION</u>
99054995-51500	Professional Services	15,000
99054995-51720	Contracted Services	0

99054995-52010	Supplies and Materials	1,000
99054995-54250	Postage	2,000
99054995-54350	Printing	5,000
99054995-54500	Marketing	44,725
99054995-54010	Travel	1,500
99054995-54500	Rent, Buildings & Equipment	100
99054995-57045	Tourism Incentive Grant	0
99054995-53010	Utilities	500
99054995-55150	Insurance and Bonding	175
GENERAL FUND TOTALS		70,000

It is estimated that the following revenues will be available in the General Fund for the fiscal year beginning July 1, 2012 and ending June 30, 2013 to meet the foregoing General Fund appropriations:

CODE	REVENUE SOURCE	AMOUNT
99044995-41800	Room Occupancy Tax	65,000
99044995-49900	Fund Balance - Unencumbered	5,000
TOTAL GENERAL FUND REVENUE ESTIMATED		70,000

SECTION 2. Copies of this Budget Ordinance shall be furnished to the Finance Officer and Budget Officer of Surry County to be kept on file by them for their direction in the collection of revenues and expenditures of amounts appropriated.

ADOPTED this the 10th day of April, 2012.

Financial Update

- A. Revenues/Expenditures Update – Mr. Knopf reviewed the year-to-date revenues/expenditures.
- B. Mr. Knopf presented the annual third-year audit contract for the TDA to reaffirm and approve. A motion was made by Mr. Robertson to approve the audit contract as presented, seconded by Ms. McBennett; all present were in favor, motion carried.
- C. Mr. Knopf informed the TDA of new occupancy tax collecting entities; Pilot's Peak Cabin Retreat, Our Chosen Heritage B&B, and Round Peak cabins (coming in the near future).

Marketing

- A. Yadkin Valley Golf – Mr. Knopf updated the board on the packaging program that he is working on with the TPSC. Copies of articles and a post card were distributed to the TDA. He discussed future marketing plans with Twongo and the stats from Facebook ads. He will be working on adding one more golf course and B&B's and cabins for additional lodging.
- B. Spring Familiarization Tour – Mr. Knopf has been working with Jessica Roberts and Leslie Schlender on the coordination of the spring media tour, April 25th-29th. Ms. Roberts and Ms. Schlender will be working with the wine writers that will visit wineries in Mount Airy, White Sulphur Springs, and Rockford. Mr. Knopf will be working with the golf writers that will visit three courses and local wineries. A writer from Golf America will be filming during the golf tour.
- C. D.C. media mission – Mr. Knopf will be attending the D.C. media mission April 15th-18th to promote Surry County.
- D. Website update – Revisions have been made to limit text, add more links and update search engine optimization; performance has improved.

- E. Rack card stands in local hotels/establishments – Two gentlemen have been hired to work on distribution of the stands and fulfillment. The TPSC paid for the racks and distribution that will be free to Surry's local businesses.

Tourism Partnersip Update

Mr. Robertson advised that the TPSC update was mentioned in the marketing report during the meeting. They will present their FY2012-13 budget in May with a public hearing in June.

Other Items Mutually Agreed Upon

- A. Mr. Knopf commented that Surry Old Time Fiddlers Convention went well but does not have updated numbers to present.
- B. Mr. Holyfield asked that the TDA receive an updated list of occupancy tax collecting entities.
- C. Mr. Knopf advised that the appointments of Mr. Holyfield, Ms. McBennett and Mr. Henson will be up in July. Mr. Holyfield and Ms. McBennett expressed their interest in serving another term.
- D. The next regular TDA meeting is scheduled for July 10th. Due to conflicting appointments, Mr. Knopf asked if the meeting could be scheduled to July 17th; all agreed to tentatively reschedule.

Adjourn

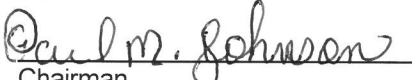
Mr. Holyfield made a motion to adjourn, seconded by Mr. Robertson; all present were in favor, motion carried.

Respectfully submitted,

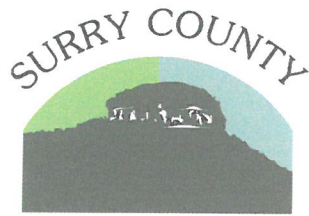


Tammy Johnson

ATTEST:



Chairman



Tourism Development Authority

TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

July 17, 2012

PRESENT: Chairman Paul Johnson, Karen McBennett, J.T. Henson, Doug Holyfield, Burke Robertson;

OTHERS PRESENT: Chris Knopf, Assistant County Manager, ED&T; Tammy Johnson, Secretary, ED&T

Call to Order

Chairman Johnson called the meeting to order at 12:00 p.m. in the second floor conference room at Old North State Winery, 308 N. Main Street, Mount Airy, NC 27030.

Approval of Minutes

The minutes of the April 10, 2012 meeting were presented. Mr. Henson made a motion to approve the minutes, seconded by Mr. Holyfield; all present were in favor, motion carried.

Financial Update

Mr. Knopf reported on the following:

Year-to-date revenues/expenditures report - Collections as of July 17th were \$69,478.99. Additional collections to be received are projected to reflect more than \$70,000. There will be one more quarterly contribution to be paid to the Tourism Partnership.

Additional printing needs are expected this year therefore a budget amendment may be presented to cover for the costs. He proposed to move forward with the bikeway maps and order more Rockford Road Itinerary brochures.

Marketing

Mr. Knopf reported on the following projects:

Yadkin Valley Golf – The spring campaign ended on June 15th for wine and golf packages. Post cards for the fall campaign will be sent out at the end of July for September and October. We have been averaging 3-5 requests weekly with hopes for an increase after the release of the fall campaign. Ads will continue to run in Triangle Golf Today through the end of the year they reach several high income people in the Raleigh market. A second Twongo packaging deal was sent out that included 20 packages. All of the existing partners including wineries have been cooperative. Additional golf courses and lodging will be pursued to come on board for 2013.

Spring Media Tour – Jessica Roberts, Laurette Leagon and Leslie Schlender hosted five golf writers that played all three courses and stayed at the Hampton Inn in Mount Airy. All but one was able to attend to write stories with one that was aired in June on Golf America.

Website update – The “Contact Us” button was changed to “Get a Brochure” to improve search engine optimization.

Rack card stands – The stands have been distributed and filled with brochures available from the local entities and wineries, including the new Sheetz store in Mount Airy.

Bikeway map update – Ms. Johnson has been working with Daniel White in Parks and Recreation on updates. Fund balance may be needed to assist with printing the maps and other needed maps/brochures such as the Rockford Road Itinerary.

Tourism Partnership Update

Ms. Johnson gave an update on the following partnership projects:

Social Media Contract to hire part-time employee; rack stand/brochure distribution; Spring Familiarization Tour; Yadkin Valley Golf; Fall/Spring campaign; ad design for “Retirees”; visitors guide updates for 2013; and, litter issues in the county. The next meeting will be held in October.

The board agreed to move forward with identifying areas with trash concerns throughout the county.

Other Items Mutually Agreed Upon

Mr. Knopf announced that due to his promotion to County Manager, he would no longer be regularly attending the meetings. Ms. Johnson will fill his role as an ex-officio member and continue as secretary to the TDA. Everyone thanked Mr. Knopf for all of his efforts and hard work.

The next regular TDA meeting is scheduled for October 9th, location to be announced.

Adjourn

Mr. Henson made a motion to adjourn, seconded by Mr. Holyfield; all present were in favor, motion carried.

Respectfully submitted,

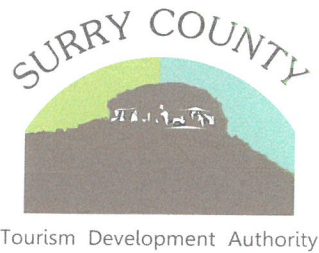


Tammy Johnson

ATTEST:



Chairman



TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

October 9, 2012

PRESENT: Chairman Paul Johnson, Doug Holyfield, Burke Robertson, Karen McBennett, J.T. Henson;

OTHERS PRESENT: Tammy Johnson, Secretary, ED&T

Call to Order

Chairman Johnson called the meeting to order at 12:10 p.m. in Room 323, third floor conference room, in the Surry County Government Center, Dobson.

Approval of Minutes

The minutes of the July 17, 2012 meeting were presented. **Mr. Henson made a motion to approve the minutes, seconded by Mr. Holyfield; all present were in favor, motion carried.**

Financial Update

Ms. Johnson reported on the following:

FY2012-13 expenditures to date outside of daily operations included website maintenance quarterly fees, costs for ads, and Yadkin Valley Golf packaging for the fall campaign. A funds reimbursement for postage should be received from Tourism Partnership and reflected in the October TDA budget report.

Financial statements were reviewed for FY2011-12. The statements reflected a fund balance of \$29,947, an increase from 2011. There was deficit in the operations budget, due to an increase of contributions paid to the Tourism Partnership for higher occupancy taxes collected at end of the quarter. A copy of the statements has been mailed to the Tourism Partnership as required.

New tax collecting entity – Palomino Ranch, Lowgap, owned by Sally Roberts.

Marketing

Ms. Johnson reported on the following projects:

Yadkin Valley Golf – Ms. Johnson has been working with the Tourism Partnership to reach out to the existing golf/lodging/winery partners to seek interest for a second year. A meeting is scheduled with High Meadows Golf Course to pursue as a new golf partner. New lodging entities include the Rockford Inn Bed and Breakfast and White Sulphur Springs Cabins. A meeting is to be scheduled by the marketing company, Impact Golf Marketing,

to discuss 2012 and marketing for 2013. There were 4,069 post cards sent out in August for the fall campaign. Articles were distributed from Triangle Golf and Golf Business.

Spring Media Tour – Articles from Upstate Lake Living and The Winston Salem Journal were distributed from the group of writers hosted by the Tourism Partnership this past spring.

Bikeway map update – Daniel White, Director of Parks and Recreation has been working on map revisions and waiting on D.O.T. approval.

2013 Surry Old Time Fiddlers Convention – A meeting of the SOTFC committee is scheduled for October 23rd. The convention date has not been confirmed for 2013. The TDA members were asked to consider releasing \$5,000 of the marketing funds budgeted as a contribution for 2013. The consensus of the TDA was supportive to proceed with the contribution.

Tourism Partnership Update

Mr. Robertson and Ms. Johnson gave an update on the following Tourism Partnership projects:

Branding refresh – Newly designed ad concepts were presented for review. The TPSC decided to send out RFP's to seek a new marketing firm; they will continue working directly with the current graphics designer on some projects.

Photo Library RFP Proposals – The TPSC reviewed proposals received and selected a photographer to take pictures of various attractions in the county.

The primary contact is Jessica Icenhour Roberts, for questions/comments regarding the Tourism Partnership.

Social Media Contract was awarded to hire part-time employee for Facebook posts, blogs, etc.

Visitors guide updates to begin for 2013

There was a consensus of the TDA members to support the efforts of the TPSC's projects, as discussed.

Yadkin Valley Heritage Corridor

Ms. Johnson presented a brochure and flier of the signage for the Yadkin Valley Heritage Corridor project for areas in Surry County and adjacent counties, along and near the Yadkin River. The signage has been approved by D.O.T. Banners will also be given to the municipalities with an option to purchase more. An annual contribution of \$5,000 was submitted for consideration by the TDA to assist with funding the project. Following discussion a **motion was made by Mr. Holyfield and seconded by Mr. Henson to pay and support the Yadkin Valley Heritage Corridor 2012 contribution; all present were in favor, motion carried.** The board agreed that future requests will need documentation of all funding sources contributing to the project.

Other Items Mutually Agreed Upon

Matt Edwards with the Mount Airy Museum of Regional History submitted a letter to formally request the TDA's consideration to contribute \$1,000 towards the museum's traveling exhibit "The Luthier's Craft" that will document and preserve the instrument making traditions in the Blue Ridge Mountains. The exhibit will debut here in 2013. The local contributions are to assist with the 1:1 match of the grant award by the Blue Ridge National Heritage Area. After discussion the board agreed this is a great project. **A motion was made by Mr. Henson and seconded by Mr. Robertson to contribute \$500 contingent upon the Mr. Edwards providing detailed information of other funding sources, the project's scope/budget narrative from the BRNHA application and admission charges at all venues.** Ms. Johnson will request the information and send it to the TDA members for review prior to releasing funds.

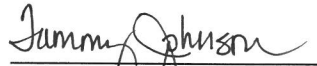
A schedule of the TDA meetings for 2013 was distributed.

The next regular scheduled meeting will be January 8, 2013, location to be determined.

Adjourn

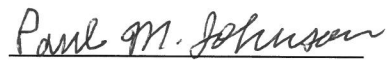
Mr. Henson made a motion to adjourn, seconded by Mr. Robertson; all present were in favor, motion carried.

Respectfully submitted,



Tammy Johnson

ATTEST:



Chairman