

Graham County Travel & Tourism Regular Board Meeting

June 13, 2019

4:30 P.M. – 6:00 P.M.

Attending: Chairman Dale Wiggins, Vice-chairman Robin Turner, Billy Brown, Meredith Jenkins, Mary Griffin

Absent: Jessica Wehr, Michelle Redmon

Chairman Wiggins called meeting to order.

Motion to approve May 9, 2019 regular meeting minutes and May 16, 2019 continued meeting minutes was made by Robin Turner. Mary Griffin second. **Vote Unanimous**

Chairman Wiggins called for discussion of 2019/2020 Budget. Billy Brown made a motion to approve the 2019/2020 Budget as presented. Robin Turner second. **Vote Unanimous**

Becky Garland, finance officer, gave the regular report and the budget report and distributed the occupancy tax sheets. Total Cash Available for Expenditures is \$350,618.27, there is \$48,359.70 in Capital Reserve, and 33% remaining in budget.

Ms. Garland presented a budget amendment for end of budget year adjustments. Billy Brown made a motion to approve the budget amendment. Mary Griffin second the motion. **Vote Unanimous.** All Board members present signed the budget amendment.

Ms. Garland informed the Board that she and Daniel Allison had ordered the point of sale equipment.

Ms. Garland explained the difficulty in accounting for taxes collected by accommodation owners using Air BnB and VRBO. She suggested that Travel & Tourism reach out to the accommodation owners asking them to let us know if they are using these or other companies and, if so make a note on their coupons.

Chairman Wiggins and other Board members discussed investigating ways to increase the compliance of registering and paying occupancy tax.

Chairman's Remarks: Chairman Wiggins stated that he had no remarks other than to wish everyone a Happy Azalea Festival.

Daniel Allison asked for a short recess in order to introduce some special guests. He introduced Rick Bauer, president of the Azalea Society of America, his wife Susan Bauer, George McClellan, who along with Jim Brandt have attended to our Hooper Bald Native Azaleas for over 20 years, and Don Hyatt, an azalea expert. They commented that they are proud to be a part of Graham County's Azalea Festival and are hoping that it will only grow as the years pass.

Director's Report: Daniel Allison, See Attached Sheet

Chairman Wiggins then recalled that at the last board meeting there was a mention of a county-wide marketing strategy. He asked Mr. Turner to explain his thoughts on the subject.

Mr. Turner explained that we need a stated policy of what is expected from an organization when we agree to fund their request. He also stated that right now we are “piece-mealing”, and not getting a “bang for our buck,” so we need to have rigid standards that can be applied to everyone, letting them know what is expected.

Chairman Wiggins explained that with a stated policy, any organization asking for funding would have to agree to the policy or seek funding elsewhere.

Public Comment: Bob Wehr informed the Board that we are about out of our Asset Maps. He has checked on the cost to update them. He also mentioned other maps we use.

The Board then engaged in a discussion about all the maps we are printing and using presently, and what we should consider using in the future.

A map meeting was set for July 11, 2019 at 3:00 P.M.

Chairman Wiggins stated that the Board may need to find a new member. He asked the board members to let him know if they have any suggestions.

Billy Brown made a motion to **ADJOURN**. Robin Turner second. **Vote Unanimous.**

Next meeting July 11, 2019

4:30 P.M.

Travel & Tourism Office

Closed session if necessary-G.S. 143-318.11 (a) (1)(3)(5)(6) For privileged or confidential and Attorney/client, contract, personnel privilege