

## **Graham County Travel & Tourism Regular Board Meeting**

**Held in the Graham County Community Building located at 196 Knight Street, Robbinsville NC**

**December 3, 2020**

**4:00 P.M. – 5:30 P.M.**

Present: Dale Wiggins; chairman, Robin Turner; vice-chairman, Billy Brown, Rick Davis, Meredith Jenkins, Mary Griffin

Absent: Valerie Frapp

Chairman Wiggins called the meeting to order at 4:00 p.m.

Chairman Wiggins asked for a motion to approve the regular meeting minutes from November 3, 2020. Robin Turner made a motion to approve the minutes. Mary Griffin second the motion. Vote Unanimous

### **Financial Report:**

Financial Officer Becky Garland gave the financial report and budget update. Total Cash Available for Expenditures is \$524,283.05 and \$83,560.61 in Capital Reserve.

Ms. Garland presented Budget Amendment #2 FYE 6-30-20 to account for \$10,750 received from a COVID-EconDev Grant and Budget Amendment #3 FYE 6-30-20 to account for a needed \$20,000 increase in Budget Expenditures. Chairman Wiggins asked for a motion to approve Budget Amendment #2 and Budget Amendment #3. Billy Brown made a motion to approve both amendments. Robin Turner second the motion to approve both amendments. Vote Unanimous

### **Chairman's Remarks:**

Chairman Wiggins stated that he has talked to a contractor about the Santeetlah Lake Bike Trail renovations. He is hoping to get started on that soon.

Chairman Wiggins remarked that he thinks that things are going to be much better in 2021 and that festival committees should start planning for activities. We should start looking at things to bring people into Graham County in 2021. We have been social distancing since 1872. He is ready for a change.

### **Committee Report: Welcome Center/Office:**

Robin Turner stated that he and Daniel, director, are waiting for a meeting with the property owners about the location of the sign for Travel & Tourism.

**Director's Report:** Daniel Allison: See attached sheet

Jeanette Nichols, board secretary, gave the office report.

She said that things are slowing down in the office with fewer visitors, phone calls and email inquiries. She also explained that this is the time of year when people are still coming to Graham County but fewer of them are stopping by the office.

**Public Comments:**

Bob Wehr spoke about the new maps. He stated that he thinks Travel & Tourism should keep notes of any comments or suggestions people may have about the new maps.

Mr. Wehr suggested that Travel & Tourism take ownership of the maps and the points map. Rick Davis explained that GREAT would need to retain ownership of the points map until October, 2021 when the grant money obtained for it was fully spent.

Chairman Wiggins asked if Travel & Tourism needed to put a copy-write on their promotional material and maps.

Robin Turner commented that he thinks we should.

Chairman Wiggins asked Daniel Allison, director, to research this and find out what needs to be done to get a copy-write.

**New Business:**

Mary Griffin commented that the money being spent on the sign for Travel & Tourism should be spent on projects to make Robbinsville look better and improve what we have. She offered Dare County for an example of a TDA that does what she was talking about.

Chairman Wiggins stated that Robbinsville improvements fall under the authority of the Town of Robbinsville and the Robbinsville TDA. He said that Graham County Travel & Tourism would be glad to help if they were asked.

Ms. Griffin then asked about the Travel & Tourism Strategic Plan. She wasn't sure what our plan was and whether or not it was being reviewed and followed.

Rick Davis suggested that the Board take a hard look at the recommendations in the Strategic Plan and see if we were making progress toward the goals. He asked the Board to consider familiarizing themselves with it and then look at the recommendations and see what the next step should be. Mr. Davis stated: "The next step, in my opinion, is a county wide marketing plan and to pull together all the different TDAs in the county." Chairman Wiggins agreed that the Board should go over the points in the Strategic Plan and suggested that the Board meet an hour early next month, January 7, 2021, and look at it carefully. Everyone should have a copy of the plan and can read up on it before the meeting.

Mr. Davis offered to facilitate the meeting and go over the recommendations in the plan and the Board could determine what had been done and what needed to be done.

Chairman Wiggins stated that, if there were no objections, the meeting for January 7, 2021 would be at 3:00 p.m. This will be a one- time early start and will be posted in the Graham Star. Between today and the January meeting, Rick Davis and Daniel Allison will get together and put together a presentation. The Board Agreed to the early meeting in January

Robin Turner commented that we needed a promotional material and maps distribution plan, and possibly a fulfillment person to re-stock certain main outlet places with our materials. We have places which are good welcome centers but if they run out of literature, they don't come and get more. He would like to get with Daniel and discuss getting someone to take a day and just visit places in the county and be sure they have the literature they need.

**Old Business:** None

Chairman Wiggins asked for a motion to adjourn if there was nothing further. Robin Turner made a motion to adjourn the meeting. Billy Brown second the motion. Vote Unanimous

Meeting Adjourned

**Next meeting, Thursday, January 7, 2020**

**3:00 P.M.**