



Minutes of the TDA Meeting

Jan 30, 2024

Call to Order: The Meeting was called to order by Paul Marion at 5:30 pm

Present at the Meeting: Paul Marion, Scott Cardais, Ken Graham, Emily Lamar (SBA), George Sweet (SDF), Lynn Casey (SDF).

Approval of Prior Meeting's Minutes: A Motion was made by Paul Marion to approve the minutes of the previous TDA board meeting. The motion was seconded by Ken Graham. The motion was unanimously approved.

Finance Report

- Julie was sick and couldn't attend the meeting.
- The 12-month rolling average of monthly Occupancy Tax receipts were trending up slightly.
- Early Blue had not submitted their Occupancy Taxes but had committed to catching up.
- Scott committed to consolidate the TDA and Visitor Center P&L's as a basis for determining our fixed and variable expenses. This is needed to estimate the amount we can spend on variable expenses, especially marketing and promotion.

Visitor Center

- Lynn Casey submitted the Visitor Center Report prior to the meeting. There were no extraordinary items to discuss in the report.

Possible Merger with the Polk County TDA

This is an on-going discussion with the possibility of significantly increasing our annual budget. The City, not the TDA, has the authority to decide on merging with Polk County TDA but the Saluda TDA is discussing the pros and cons to share with the city's decision-makers.

Polk County TDA has hired a consultant to:

- study ways to integrate the Polk County TDA with other local TDA within Polk County
- suggest language to propose to the state of NC requesting authority to add a tax to help fund the Saluda Grade Trail.

No follow up is expected from Polk County until April at the earliest.

New Lease for the Visitor Center

- Paul Marion made a motion to approve the lease for the Visitor Center. The motion was 2nd by Scott. The motion passed unanimously.
- We signed the lease.



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Discussion on the TDA assuming the Lease for the Visitor Center

- The TDA has agreed to assume full financial responsibility for the lease of the Visitor Center. This removes the Saluda Downtown Foundation from their responsibility.
- Lynn Casey and George Sweet requested a formal letter proposing that the TDA assume the lease for the Visitor Center upon renewal of the lease.
- We sent the email requested by the SDF after the meeting.

Responsibility for the Poster Advertising Revenue in the Visitor Center

- The Saluda Downtown Foundation (SDF) informed us that they had approved a motion to transfer the ownership of the advertising revenue derived from the posters displayed in the Visitor Center to the TDA.. This includes responsibility for invoicing, production, etc.

Discussion about creating a Social Media Campaign

We discussed the economics and efficacy of print vs social media. In the end, we agreed that we should reduce our spend on print advertising and start a social media campaign by hiring a part time Social Media manager.

- Scott made a motion to hire a part time social media manager with the following initial budget:
 1. Hourly labor not to exceed \$5,000 per year. (\$20.hr w/ 20 – 22 hours / mo)
 2. Paid advertising not to exceed \$2,500 per year unless an increase is approved by the Board based on results of the program.
 3. Paul Marion 2nd the motion which was approved unanimously.

Adjournment: Paul Marion made a motion to adjourn the meeting at 8:15pm. The motion was 2nd by Scott and the meeting was adjourned.

Summary of Motions

1. A Motion was made by Paul Marion to approve the minutes of the previous TDA board meeting The motion was seconded by Ken Graham. The motion was unanimously approved.
2. Paul Marion made a motion to approve the lease for the Visitor Center. The motion was 2nd by Scott. The motion passed unanimously.



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3. Scott made a motion to hire a part time social media manager with the following initial budget:
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 - Paid advertising not to exceed \$2,500 per year unless an increase is approved by the Board based on results of the program.
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4. Paul Marion made a motion to adjourn the meeting at 8:15pm. The motion was 2nd by Scott and the meeting was adjourned.