



Minutes of TDA Meeting

March 12, 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, Julie Osteen, Lynn Casey, Mike Reeves, Misty Davis, Faith Finigan

Approval of Previous Meeting's Minutes (Jan 30, 2024: A Motion was made by Paul Marion to approve the minutes of the previous TDA board meeting on Jan 30, 2024. The motion was seconded by Ken Graham. The motion was unanimously approved.

Finance Report:

- Julie Osteen presented the Finance P&L for TDA operations for the month of February 2024. She also reported the TDA bank balance as of the end of February 2024.
- In preparation for Lynn Casey's retirement at the end of May, Julie is working with Lynn to gather historical financial records maintained by Lynn during her term as Visitor Center Manager and to coordinate the transfer of Utilities accounts previously owned by the SDF.
- Julie is working with the Insurance League of Municipalities to secure liability insurance, an expense we are adding as a result of the assumption of the Visitor Center operations.

Visitor Center Report: Lynn Casey submitted the P&L for the Visitor Center. No extraordinary items to mention.

Saluda.com Analytics Report:

- Emily reported that she's been learning more about Google Analytics in an effort to help us learn where visitors are coming from. Knowing this will help us target our advertising. She reported that the locations typically reported by Google analytics aren't always accurate. She is investigating other ways to accurately identify where visitors to Saluda.com actually live.

Update on our Social Media Campaign:

- Scott reported that the person recently hired as our Social Media manager had resigned due to the demands of her other responsibilities.
- Scott distributed a 2 page summary of the TDA Social Media Strategy. He asked the recipients to read after the meeting and offer comments and suggestions for improvement.
- A Motion was made by Paul to authorize Scott to purchase a pre-paid credit card in the amount of \$500 for the purpose of paying for Social Media advertising. Scott will pay for this



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and submit to the TDA for reimbursement. The motion was seconded by Ken. The motion passed unanimously.

- Faith Finnigan expressed an interest in the role of Social Media Director. Scott will follow up with her to discuss further.

Update on finding a New Visitor Center Director:

- Misty Davis, a Saluda resident and current Volunteer at the Visitor Center attended the meeting to learn more about the current opening for Visitor Center Director created by Lynn Casey's retirement at the end of May 2024.
- Misty confirmed her interest and the Board felt that she was imminently qualified.
- After discussion, a Motion was made by Paul Marion to offer Misty Davis the position of Visitor Center Director pending her acceptance. The motion was 2nd by Scott Cardais. The vote was unanimous.

Vote on Social Media Budget: This discussion was tabled until we found a qualified person to fill the position of Social Media Director.

Vote on 2 advertisements with *Our State Magazine*:

- A motion was made by Ken to approve ads in two Our State Newsletters at a cost of \$1,395 ea. The motion was 2nd by Scott Cardais. The motion passed unanimously.
 - Both are digital publications sent to *Our State* subscribers.
 - The Hiking edition will go out on May 17, 2024
 - The Cycling edition will go out on June 14, 2024

April 9 meeting for Owners of Short Term Rental properties in Saluda:

- Scott reported that the response from the email invitation sent last week had been very poor – possibly because the invitation was sent from Scott's personal email.
- Paul is going to send the same invitation from his City of Saluda email address.

Estimating Next Year's TDA Budget.

- Assuming the operating and financial responsibilities for the Visitor Center will increase the TDA's expenses. Scott distributed an estimate of next year's expenses to the Board Members for their review. A meeting was scheduled for 9am, Mar 13, 2024 to estimate income and all expense categories.



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Conserving Carolina Request for our Support:

- A motion was made by Ken to approve the request by Conserving Carolina to support their effort to purchase and protect The Cedar Cliffs at Twin Bridges property by sending a letter indicating our support to the North Carolina Forest Service. The motion was 2nd by Paul Marion. The vote was unanimous.

Adjournment: A motion to Adjourn the meeting at 7:40 pm was made by Paul Marion. 2nd by Scott Cardais. The vote was unanimous 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 on Jan 30, 2024. The motion was seconded by Ken Graham. The motion was unanimously approved.
2. A Motion was made by Paul to authorize Scott to purchase a pre-paid credit card in the amount of \$500 for the purpose of paying for Social Media advertising. Scott will pay for this and submit to the TDA for reimbursement. The motion was seconded by Ken. The motion passed unanimously.
3. A Motion was made by Paul Marion to offer Misty Davis the position of Visitor Center Director pending her acceptance. The motion was 2nd by Scott Cardais. The vote was unanimous.
4. A motion was made by Ken to approve ads in two Our State Newsletters at a cost of \$1,395 ea. The motion was 2nd by Scott Cardais. The motion passed unanimously.
5. A motion was made by Ken to approve the request by Conserving Carolina to support their effort to purchase and protect The Cedar Cliffs at Twin Bridges property
6. A motion to Adjourn the meeting at 7:40 pm was made by Paul Marion. 2nd by Scott Cardais. The vote was unanimous and the meeting was adjourned.