



# Minutes of TDA Meeting

April 10, 2024

**Call to Order:** The meeting was called to order by Paul Marion at 5:00 pm

**Present at the Meeting:** Paul Marion, Scott Cardais, Ken Graham, Emily Lamar, Julie Osteen, Misty Davis, Faith Finnigan, Julie Osteen

## Approval of Previous Meeting’s Minutes

A Motion was made by Paul Marion to approve the minutes of the Mar 12, 2024 TDA board meeting. The motion was seconded by Ken Graham. The motion was unanimously approved.

## Finance Report:

- Julie presented the Finance Report.
- YTD Net Income: \$1,601.12
- Occupancy Tax Collections: \$1,938.23 with 29 properties reporting and 14 including payments of taxes collected.

- In the last 9 months, the number of properties filing a report ranges from 29 - 34. The number of properties reporting revenues and paying any tax ranges from 12 - 27.

Month	Reporting	Paying
Jun 2023	32	22
Jul 2023	33	20
Aug 2023	33	20
Sep 2023	33	21
Oct 2023	34	27
Nov 2023	33	22
Dec 2023	34	20
Jan 2024	33	12
Feb 2024	29	14

- Bank Balance: \$66,625.31

## Visitor Center Report:

- Due to reduced winter hours, a Visitor Center Report wasn’t prepared.

## Saluda.com Analytics Report:

- Emily reported on her continued research into Google Analytics to learn how to accurately identify which cities are visiting Saluda.com. This is needed to measure the effectiveness of our promotions

## Update on the TDA Social Media Campaign:

- Scott reported on the progress of the Social Media Campaign. Our first post was on Instagram and Facebook was on Apr 5.
- As of Apr 10, there are three posts.



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- Goal of 2 - 3 per week.
- We set a milestone of 12 posts before starting to pay for advertising.
- Future reports will include metrics including # of Followers, Comments, and lessons learned.

## **Social Event to Recognize Lynn Casey and Welcome Misty Davis**

- We decided to have a social event on May 30, 2024 at 5:30 pm at the Visitor Center for all Volunteers to thank Lynn Casey for her work managing the Visitor Center and to welcome Misty Davis.
- Motion my Ken for the TDA to approve \$50 spend for a personalized brick in Pace's Park dedicated to Lynn Casey. Seconded by Scott. The motion was approved unanimously.
- A motion was made by Paul to approve up to \$500 for a gift of appreciation to Lynn for her work and dedication to the Visitor Center. The motion was seconded by Scott. The vote was unanimous.

## **Liability Insurance Policy for the TDA**

- Julie submitted 2 quotes for liability insurance. We wanted more quotes.
- Ken agreed to get an additional quote through Main St. Financial Group

## **Motion needed by TDA to approve changes made by the City Council to the budget**

- Julie informed us that the City Council had approved a \$5,000 change to the Advertising budget that required a vote by the TDA
- A motion was made by Paul to approve the change made by the City Council. Seconded by Ken. The motion passed unanimously.

## **Giveaway Program to Build TDA email database**

- Emily and Ken are working on a Giveaway program designed to build an email database.

## **Future Meeting Dates**

- Our Next Meeting is on May 8, 2024
- The June meeting is on June 18, 2024.

**Adjournment:** Paul made a motion to Adjourn the meeting at 6:35pm. The motion was seconded by Scott, The vote was unanimous and the meeting was adjourned.



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## Summary of Motions

1. A Motion was made by Paul Marion to approve the minutes of the Mar 12, 2024 TDA board meeting. The motion was seconded by Ken Graham. The motion was unanimously approved.
2. Motion my Ken for the TDA to approve \$50 spend for a personalized brick in Pace's Park dedicated to Lynn Casey. Seconded by Scott. The motion was approved unanimously.
3. A motion was made by Paul to approve up to \$500 for a gift of appreciation to Lynn for her work and dedication to the Visitor Center. The motion was seconded by Scott. The vote was unanimous.
4. A motion was made by Paul to approve the change made by the City Council. Seconded by ken. The motion passed unanimously.
5. Paul made a motion to Adjourn the meeting at 6:35pm. The motion was seconded by Scott, The vote was unanimous and the meeting was adjourned.

## Summary of Actions

1. Scott to write an article for So Saluda in Appreciation of Lynn Casey.
2. Scott to sign up for a TDA account with BREVO email management software package.
3. Scott to research gift for Lynn Casey.
4. Ken to follow up with Main St Financial
5. Ken to arrange for brick dedicated to Lynn Casey in Pace's Park.