

Minutes TDA Board Meeting July 17, 2024

#TDA #Minutes

CALL TO ORDER

- Paul Marion called the meeting to order at 5:4 PM

ROLL CALL

- Present: Paul Marion, Ken Graham, Scott Cardais, Misty Davis, Emily Lamar, Faith Finnigan, Katie Monson
- Not Present: Julie Osteen

APPROVAL OF PRIOR MEETING MINUTES

- Motion by Paul to approve the previous meeting's minutes. 2nd by Ken.
Approved

REPORTS AND UPDATES

FINANCE

Julie's P&L Report Period Ending June 30, 2024

- Occupancy Taxes Collected June 2024: \$3,623.86

- Note: These tax collections represent Occupancy in the month of May and reported/paid in June 2024.
- Occupancy Taxes Collected 12 months ending June 30, 2024: \$33,833.31
- Bank Balance including '6/30/2024 Transfer due': \$81,147.05.
 - Note: Paul to ask Julie to explain the '6/30/2024 Transfer due'.

TDA Budget 2024-2025:

- Motion to Approve 2024-2025 Budget by Ken, 2nd Scott. Approved

Ratify Change to City Budget:

- Motion to Approve Change of City of Saluda's TDA budget by Paul, 2nd Ken. Approved

Hire Cleaning Service for VC.

- Due to the estimate of \$60/wk quoted the TDA board did NOT APPROVE of this additional expense. The current methods of cleaning the VS are sufficient.

[Saluda.com](#): Update on Tourism-Related Activity on [Saluda.com](#)

- Nothing unusual or remarkable to report.

SOCIAL MEDIA UPDATE

- Facebook / Meta Followers: 363. Instagram 374
 - Faith has asked for help in managing the back end management of the Social Media program. She will discuss this with Katie Monson.
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NEW BUSINESS

Coon Dog Day Funding

- Discuss / Vote on funding for next year's Coon Dog Day
- Motion to approve \$10,000 funding to Coon Dog Day July 2025 by Ken, 2nd by Scott. Approved

Security System for Visitor Center

- Discuss / vote on Installing a Security System in the Visitor Center
- This discussion was tabled pending research into the costs.
- Paul is researching the costs of different configurations of security systems.

Donation Request from Early Blue Motel

- The donation request from Early Blue was rejected on the basis that it is for sale -- creating uncertainties about its future.

Greenville News Advertisement:

- Motion to approve \$3,200 to advertise in Greenville News by Ken. 2nd by Paul.
APPROVED

Green River Race:

- Katie Monson suggested that the TDA support and promote the Green River Race (Kayaking) in Nov because it attracts thousands of people who could be staying at one of our lodging locations.
- The board agreed that it sounded like a good opportunity to attract overnight tourism. Katie and Misty Davis are working together to develop ways the TDA could support this effort.

Gran Fondo Race:

- Ken contacted the organizers of this race to determine if it presented an opportunity to promote Saluda. It did. They offered the TDA a free tent to promote tourism in Saluda.
- The board decided to have an unofficial meeting to discuss this idea further.
- Ken is going to research the Gran Fondo race opportunity with the organizers in preparation for a follow up meeting.

Car Clubs as Target Market:

- This was mentioned as a potential marketing opportunity. Several car clubs have selected Saluda as a destination for their members. We don't know if this lead to anything but restaurant business. e.g. no overnight tourism.
- No follow up action was decided but we do want to keep it for potential follow up.

ADJOURN

- Reminder: Next Meeting of the TDA: The next Meeting Date: Sept 12, 2024 (skipping August)
 - Motion to Adjourn by Paul to adjourn the meeting at 7:53 pm Second by Scott. Approved
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SUMMARIES

MOTIONS July 17, 2024 TDA Meeting

- Hire Cleaning Service for VC. Due to the estimate of \$60/wk quoted the TDA board did NOT APPROVE of this additional expense. The current methods of cleaning the VS are sufficient.

- TDA Budget 2024-2025: Motion to Approve 2024-2025 Budget by Ken, 2nd Scott. Approved
- Motion by Paul to approve the previous meeting's minutes. 2nd by Ken. APPROVED
- Ratify Change to City Budget: Motion to Approve Change of City of Saluda's TDA budget by Paul, 2nd Ken. APPROVED
- Motion to Donate to Coon Dog Day 2025: Motion to approve \$10,000 funding to Coon Dog Day July 2025 by Ken, 2nd by Scott. APPROVED
- Early Blue Donation Request: The donation request from Early Blue was rejected on the basis that it is for sale -- creating uncertainties about its future.
- Greenville News Advertisement: Motion to approve \$3,200 to advertise in Greenville News by Ken. 2nd by Paul. APPROVED
- Motion to Adjourn by Paul to adjourn the meeting at 7:53 pm Second by Scott. APPROVED

FOLLOW UP ACTIONS July 17, 2024 TDA Meeting

- Ken is going to research the Gran Fondo race opportunity with the organizers in preparation for a follow up meeting.
- Paul to ask Julie to explain the '6/30/2024 Transfer due'.
- Green River Race: Katie Monson suggested that the TDA support and promote the Green River Race (Kayaking) in Nov because it attracts thousands of people who could be staying at one of our lodging locations. The board agreed that it sounded like a good opportunity to attract overnight tourism. Katie is and Misty Davis are working together to develop ways the TDA could support this effort.

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- Paul is researching the costs of different configurations of security systems.