

## **APPROVED Transient Lodging Tax (TLT) Committee Meeting Minutes**

**Date:** August 5, 2025

**Time:** 5:01 PM – 6:05 PM

**Location:** City Hall, Room 206

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### **1. Call to Order**

Mayor Daugherty called the meeting to order at 5:01 PM and gave a brief introduction. He congratulated the TLT Committee on their work in the community and outlined expectations for how the Board should conduct itself. He noted that the City Council had formally approved the committee prior to appointments being made.

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### **2. Committee Appointments**

- Tyler Brown – 1-year term
  - Mike Wilson – 3-year term
  - Robin Nudd – 2-year term
  - Ryan Duley – 3-year term
  - Alysia Bowers – 2-year term
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### **3. Election of Officers**

- **Board Chair:** Tyler Brown nominated Robin Nudd, seconded by Alysia Bowers.
    - Vote: All in favor (Robin Nudd, Mike Wilson, Tyler Brown, Alysia Bowers, Ryan Duley). Opposed: None.
    - Motion carried. Robin Nudd elected Board Chair.
  - **Vice Chair:** Tyler Brown nominated Ryan Duley, seconded by Robin Nudd.
    - Vote: All in favor (Robin Nudd, Mike Wilson, Tyler Brown, Alysia Bowers, Ryan Duley). Opposed: None.
    - Motion carried. Ryan Duley elected Vice Chair.
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### **4. RFP Update**

Kara Miller provided an update regarding the City Council's approval of the RFP.

- Two formal questions have been received to date.

- Official questions close on **August 8, 2025**.
- RFP submissions close on **August 29, 2025**.

### **Discussion:**

- Branding considerations: whether under the City brand or separate.
  - Ryan Duley raised concerns about the quick October website timeline, noting the importance of selecting the right firm. The committee agreed the October 1 deadline is flexible to ensure success, with the option to reissue the RFP if necessary.
  - Discussion included utilizing multiple social media platforms, as well as radio and newspaper advertising, to promote the RFP.
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### **5. Budget Review**

City Manager Barry Murphy presented the budget, reviewing line items in detail.

- Projected budget: \$800,000.
  - Funds received from the County: \$425,000.
  - No additional County funds will be provided. A \$100,000 request to the County was denied.
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### **6. Tourism Promotion Funding Request Form**

- The committee recommended removing the form due to accountability concerns with the County, referencing issues previously raised by Randy and Tyler.
  - City Manager Murphy reported:
    - \$2,500 awarded to the Extension Office for a first-time event to encourage success.
      - \$2,500 awarded to Quailfest, requiring use of the template form and reimbursement process.
  - Murphy suggested businesses in need of interim support (prior to awarding the RFP contract) may approach the committee for funds.
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### **7. TLT Committee Form**

Discussion on creating an event information form requiring:

- Marketing specifics (methods used, timelines, demographics)
- Benefit and projection reports
- Option to submit follow-up reports for recurring events

## **8. Public Engagement**

The committee agreed on hosting a community education/meet-and-greet event to engage the public and increase awareness.

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## **9. Miscellaneous Business**

- Discussed reviewing the County and City Strategic Plans as well as the 2030 Plan with the committee.
  - A new TLT Information Form will be sent to the committee by the end of the month.
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## **10. Next Meeting**

The next meeting is scheduled for **September 2, 2025, at 5:00 PM** in City Hall, Room 206.

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## **11. Adjournment**

The meeting adjourned at 6:05 PM.