

**The Cascade Highlands Board of Directors Minutes
Northwest North Carolina / Southwest Virginia
Regional Tourism Initiative
Yadkin Valley Chamber of Commerce, Elkin, NC
9:00 AM, Friday, September 19, 2008**

Jim Harrell welcomed everyone and opened the meeting at 9:00 a.m.

Board Members

Present:

Ken Richardson, Alleghany County
Don Adams, Alleghany County
Donnie Turner, Carroll County
Gary Larrowe, Carroll County
Chuck Riedhammer, City of Galax
Stanley Smith, Stokes County
Jim Harrell, Surry County
Chris Knopf, Surry County
Zach Henderson, Wilkes County
Jessica Icenhour, Tourism Advisory Committee

Others Present:

Bobby Todd, Yadkin County Chamber of Commerce
Dennis Thompson, Surry County

Jim called the meeting to order.

Finance Report

Chris presented the Finance Report. There were no questions.

Budget Discussion

Chris reviewed a basic budget outline. The budget would consist of two parts; a salaries and benefits portion that would utilize non-grant money to pay staff and their benefits and a grant funding part which would go towards the initiative's tourism and marketing work program. Ken mentioned that with the Blue Ridge Development Center in Sparta who has made an offer to provide an office suite to the RTI would consider employing the position initially if so desired by the Board. Ken invited any Board members who desired to visit the Center as soon as possible to see the space. Dennis recommended that once a hire is made for the Director's position, allow this individual to make a recommendation on where the office should be located and other logistical issues before the Board. The Board discussed the possible need for administrative assistance in the office as well. Don recommended that the Board consider having two budgets, one for salaries and benefits and a separate grant budget.

Cascade Highlands Website

The Board decided to hold off on launching The Cascade Highlands website until after the Director's position is filled. This will allow the Director to have some input into the development of the website. Chris will continue to work with Vintage Marketing and Professional Networks on getting the site prepared until the Director is hired.

New Membership

Jim informed the Board that Ashe, Floyd, Patrick, and Wythe counties are considering membership to The Cascade Highlands. Invitations were sent out following the August Board meeting. The use of membership fees for private businesses was discussed.

Interviews for Director's Position

The Board conducted interviews for the position of Director of Tourism and Communications.

Adjournment

With no further business, the meeting was adjourned at 4:00 PM.

Respectively submitted,

Chris Knopf
Surry County Tourism