Burke County Tourism Authority | Morganton, North Carolina

"To grow the Burke County Economy through the Travel & Tourism Industry."

Board of Directors Meeting
May 19, 2026 | 11:00 a.m. | Burke Visitor Center

Meeting Minutes

Board Members: Phil Smith-Chair, Mike Watts- Vice Chair, Deborah Perry, Makenzie McGinnis, Morrissa Angi, Mitch Kerce, Dianne Reihl.

Absent:, Samantha Reid, Dana Whisnant- Treasurer

Others Present: Ed Phillips, Burke County Tourism Authority CEO, Katherine Christie, Burke TDA Staff, Ashlie Frye, TDA Staff, Brian Nieft-Burke County Finance Office (Ex-Officio)

I. CALL TO ORDER

Meeting convened at 11:01 a.m.
Roll Call

II. APPROVE April; 14, 2026 MEETING MINUTES

A motion was made to approve minutes as submitted.
Approved 7/0 –Watts/Kerce

III. FINANCIAL REPORT-

1. Balance Sheet/Occupancy Tax Report- Ed
2. Budget Amendment to Accept America 250 Grant ($1,500) Huffman Cornwell Foundation. **Approved 7/0 Reihl/Angi**
3. Budget Hearing 2026-2027 Fiscal Year
4. Open Hearing **Approved Watts/Reihl 7/0**
5. Budget Discussion- Ed
6. Close Hearing **Approved Kerce/Watts 7/0**
7. **Approve Budget for Fiscal Year 2026-2027 Approved Kerce/Watts 7/0**
8. **Audit Contract- Board Approved.** $250 increase over last fiscal year. **Approved Kerce/Watts 7/0**

IV. OLD BUSINESS

1. Visitor Center Update- Ashlie Frye
2. MerleFest Review- Ashlie Frye
   20 TDA Volunteers tallied 798 contacts with festival goers. Gave out TDA First Aid Kits, Sticker, and guitar picks.

V. RIDGELINE TROLLEY REPORT

1. Report provided by Ashlie Frye

VI. NEW BUSINESS

1. VISIT NC Deep Dive- Katherine Christie
2. Summer Marketing Update- Katherine Christie

Next TDA Board Meeting is July 21, 2026

VII. ADJOURNMENT 11:37

Watts/Kerce 7/0

Minutes Approved

Phil Smith 09-15-2026

Phil Smith, Chair Date

END