Burke County Tourism Authority | Morganton, North Carolina

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

Board of Directors Meeting
January 20, 2026 | 11:00 a.m. | Burke Visitor Center

Meeting Minutes

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

Absent: NONE

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

I. CALL TO ORDER

Meeting convened at 11:00 a.m.
Roll Call
TDA Board Introductions- The TDA Board welcomed new member Makenzie McGinnis representing the City of Morganton.

II. APPROVE November 18, 2025 MEETING MINUTES

A motion was made to approve minutes as submitted.
Approved 9/0 – Reihl/Watts

III. FINANCIAL REPORT-

1. Balance Sheet-
2. Occupancy Tax Report
3. Election of Officers

a. Vice Chair- Dianne Reihl Nominated Mike Watts. 2nd by Samantha Reid. **Approved 9/0**
b. Treasurer- Mike Watts nominated Dana Whisnant. 2nd by Dianne Reihl. **Approved 9/0**

IV. OLD BUSINESS

1. Year-End Visitor Counts- Ed/Ashlie
2. Blue Ridge Parkway Update- Ed Phillips
3. Audit Report- Margaret Pearce **Accepted! Mike Watts/ Samantha Reid 9/0**

V. RIDGELINE TROLLEY REPORT

1. Report provided by Ashlie Frye

VI. NEW BUSINESS

Next TDA Board Meeting is March 24, 2026

VII. ADJOURNMENT 11:50

Whisnant/Kerce 9/0

Minutes Approved

Phil Smith 04-14-2026

Phil Smith, Chair — Date

END