Burke County Tourism Authority | Morganton, North Carolina

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

Board of Directors Meeting
April 14 20, 2026 | 11:00 a.m. | Burke Visitor Center

Meeting Minutes

Board Members: Phil Smith-Chair, Mike Watts- Vice Chair, Dana Whisnant- Treasurer, Deborah Perry, Makenzie McGinnis, Samantha Reid.

Absent: Morrissa Angi, Mitch Kerce, Dianne Reihl.

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 11:03 a.m.
Roll Call

II. APPROVE January 20, 2026 MEETING MINUTES

A motion was made to approve minutes as submitted.
Approved 6/0 –Watts/Reid

III. FINANCIAL REPORT-

1. Balance Sheet-
2. Occupancy Tax Report- Ed Phillips
3. Budget Amendment to Accept America 250 Grant ($2,500) Rostan Foundation
   Approved 6/0 –Reid/Perry

IV. OLD BUSINESS

1. Pisgah Nat. Forest Blue Ridge Parkway Update- Ed Phillips
2. MerleFest/ National Tourism Week Open House

V. RIDGELINE TROLLEY REPORT

1. Report provided by Ashlie Frye

VI. NEW BUSINESS

1. TDA Budget Presentation- Ed Phillips
4. Marketing Update- Katherine Christie

Next TDA Board Meeting is May 19, 2026

VII. ADJOURNMENT 11:27

Watts/Whisnant 6/0

Minutes Approved

Phil Smith 05-19-2026

Phil Smith, Chair Date

END