

Minutes of the Jackson County TDA Board of Directors Meeting

May 15, 2013

Jackson County Parks & Recreation Dept - Cullowhee

Present: Clifford Meads, Debby Hattler, Brien Peterkin, Vick Patel, Stephanie Edwards, Cherie Bowers, Jim Hartbarger, Ken Fernandez, Vicky Greene, Merrily Teasley, Julie Spiro.

Absent: John Woods, Mickey Luker, Alex Bell, Julie Stockton, Russ Seagle, Darlene Fox, Mary Lanning.

Guests: George Ware, Mary Anne Baker, Bob Williams, Vince Williams, Art Webb of BCF.

Press Representatives: Quinton Ellison of The Sylva Herald, Kelly Donaldson of the Cashiers Chronicle, Andrew Kasper of the Smoky Mountain News.

Chairman Meads called the meeting to order.

Minutes: The Board reviewed the minutes from the May 1st mtg (document A). Stephanie Edwards commented that John Woods reported he was out of town during the last TDA meeting. Brien made the motion the Minutes be approved, seconded by Ken Fernandez, motion carried unanimously.

Finance Committee: In Russ's absence, Brien Peterkin made a brief report stating that the Finance Committee had met several times, but that the group still needed about another week to finalize the numbers and present the budget to the board at the next meeting. Brien said this still keeps the TDA in line with the county's timeline. Jim Hartbarger stressed the importance of getting the budget correct and feels this committee should be given the time it needs to meet the goal, and help us become one TDA. Clifford Meads agreed. Brien also reported on grants and disbursed a list of approved grants (document B). He said that several applications had been turned down due to the fact they did not seem to connect the heads in beds criteria, but the group felt good about the ones that were approved.

Research & Branding: Clifford Meads stated that he would invite the stakeholders and others to our TDA Board Meeting scheduled for May 22nd at the Justice Center, and that he would send out an invitation. At this time, Mr. Meads turned the floor over to Art Webb of BCF. Art shared a power point presentation (document c) on six (6) different concepts for the TDA Board's consideration.

In summary – the six concepts were (in presentation order):

- 1) Eastern Mountain Time
- 2) Play On
- 3) Calm. Cool. Connected.
- 4) Base Camp for Life
- 5) Up to Good
- 6) Be Your Mountain Self

After the presentation, board members voiced their opinions about the various concepts.

Concept #1 – Eastern Mountain Time was ruled out due to the fact that this branding concept has already been used by the previous Jackson County TTA. While some members liked the Base Camp idea, some felt that it would not resonate with women and that women make most of the travel decisions. Some board members liked Calm-Cool-Connected, but there were concerns that connected might be confused with digitally connected as opposed to physically connected to others. Play On appealed to some members. After more discussion, the consensus of the group was to see more detail on #2) Play On, #3) Base Camp for Life #5)Up to Good. After more discussion between TDA board members and BCF, the presentation concluded.

Art Webb will be back on May 22nd with more details, visual images and ideas about the three concepts.

Brien Peterkin made the motion to adjourn; the motion was seconded by Ken Fernandez, the motion carried and the meeting ended at 2:45pm.


Mary Lanning, TDA Secretary

Approved: _____

Supporting Documents:

- A) Minutes – May 1, 2013*
- B) List of approved grants – Brien Peterkin*
- C) Jackson County TDA Brand Concepts – BCF/Art Webb*