

Jackson County Tourism Development Authority

Board of Directors Meeting

Jackson County Parks & Recreation Department, Cullowhee

January 15, 2013

**Present:** Alex Bell, Vick Patel, Jim Hartbarger, Clifford Meads, Mickey Luker, Bob Dews, Mary Lanning, Cherie Bowers, Ken Fernandez, Merrily Teasley, Julie Stockton, Brien Peterkin, Michelle Hopkins, Stephanie Edwards, Julie Spiro.

**Absent:** Vicki Greene, Debby Hattler, Russ Seagle, John Woods.

Chuck Wooten in attendance representing Vicki Greene.

Guests in attendance: Mark Jones, Mary Anne Baker, George Ware.

Chairman Meads opened the meeting with round table introductions. Copies of the TDA Resolution were disbursed to all board members, as well as a board member contact list. Michelle Hopkins from the Jackson County Finance Office disbursed copies of the latest financial reports, stating that the report would be combined in the near future and that if this board would like to see a different format or other information, to please communicate that request to the Finance Office. She suggested that our board be prepared with a proposed budget for the new fiscal year by April 1<sup>st</sup>. A discussion ensued regarding the current budget and what monthly expenses are still occurring. Michelle directed members to the detailed general ledger of the report, which does detail some of the reoccurring monthly expenses. The question arose as to whether or not there was a minimum balance that the TDA was required to keep in the account. Michelle stated she did not believe there was a minimum balance requirement. Mr. Wooten, the county manager, suggested that the TDA produce an interim budget for the next six months with the help of the Finance Office. Alex stated that he knew the Jackson TTA had committed certain funds for advertising and monthly expenses when the current budget was accepted last year.

Julie stated that media buys have been made through the end of June, and a few purchases into the new fiscal year as well. Mr. Meads said that he had asked Russ Seagle to head up the Finance Committee and that Russ could work with Julie, Stephanie and the Finance Office to make sure that we are on track for the remainder of this year as well as working on the new budget for the new fiscal year.

Stephanie reported to the board that Cashiers has taken a conservative approach to media buys for 2013, with \$67,000 committed through Lavidge & Associates. She would like to print a lifestyle map which, which may cost around \$1000, and would like new visitor center signage which she expects to cost \$300. Stephanie stated she is sharing her leads with the Jackson County Chamber and is very committed to research and brand re-evaluation and feels this is a great opportunity to look at new options for the future.

Julie disbursed copies of the 2012 Jackson TTA Inquiry report, website visits, 2012-13 Media schedule, social media report, NC Division of Tourism report, 2013 Jackson County Visitor Guide, WNC Fly Fishing Trail Map, and the Travel Economic Impact Model from 1991-2011. She expanded on each of these reports/items and answered questions from board members. Julie stated she continues to share all leads with the Cashiers Chamber and is very willing to learn, do things differently, and cooperate with the board on new ideas and visions.

Mr. Meads shared a power point presentation from BCF, branding specialists. After viewing the presentation, a discussion ensued. Mickey made the motion that we invite BCF to make a presentation to our board, but that our timing might be limited to inviting only a few others since we are trying to move forward with a new plan as quickly as possible. Alex made the suggestion that we open the invitation to any other companies that might be interested so that we have some options regarding prices and value. Brien seconded Mickey's motion, and it was passed unanimously by the board. Mr. Meads stated he would contact BCF and ask them to prepare a presentation for our board, but that we would also still keep the door open for other options but start with BCF and go from there.

Mr. Meads reminded board members that our next meeting would be January 30<sup>th</sup> at 10am at the Jackson County Parks and Recreation Dept in Cullowhee, with another tentative meeting at the Cashiers Recreation Center on February 13<sup>th</sup> at 10am. He stated that board members would receive notification of the BCF meeting as soon as he could confirm the date with BCF.

With no additional business, the meeting was adjourned.