

Minutes of the Jackson County TDA Board of Directors Meeting
April 17, 2013
Jackson County Parks & Recreation Dept - Cullowhee

Present: Clifford Meads, Debby Hattler, Brien Peterkin, Vick Patel, Stephanie Edwards, Mary Lanning, Cherie Bowers, Julie Stockton, Darlene Fox, Jim Hartbarger, Ken Fernandez, Alex Bell, Vicky Greene, Bob Dews, Julie Spiro.

Absent: John Woods (excused), Russ Seagle (excused), Merrily Teasley (unknown), Mickey Luker (unknown).

Guests: George Ware, Mary Anne Baker, Mark Jones, BCF Representatives.

Press Representatives: Quinton Ellison of The Sylva Herald, Kelly Donaldson of the Cashiers Chronicle.

Chairman Meads called the meeting to order.

Minutes: The Board reviewed the minutes. Alex Bell made the comment regarding the statement in the minutes “the validity of the Western Carolina University’s economic impact data was questioned”. Alex stated he did not personally question the data and he didn’t think that was the consensus of the board, rather a comment by one or two board members. Alex did not ask for the Minutes to be amended but wanted to clarify that the entire board didn’t question the study. Brian Peterkin made the motion the minutes be approved, motion was seconded by Ken Fernandez, motion carried unanimously.

Financial report: Darlene Fox disbursed copies of the written financial report ending March 31, 2013(document A), and a copy of a contract to audit the TDA Account by Dixon Hughes Goodman LLP. (document B). The balance as of 3/31 was \$220,534.32, with revenues of \$18,394.93. Ms. Fox noted that there were 74 units reporting which is an increase of 15 units over the previous year, with \$18,014.93 being collected in occupancy tax. The contract to audit the TTA account was disbursed and reviewed by the board. The amount is \$6,000. Alex Bell made the motion that the TDA approve and sign the contract, the motion was seconded by Debby Hattler, the motion carried unanimously.

At this time, the team of Art Webb and Greg Ward of BCF shared a power point presentation on the research conducted thus far for the Jackson County TDA (document c).

After the presentation, board members answered questions and provided additional information on the county, their personal and professional opinions regarding tourism and their experiences here. Ms. Hattler inquired as to whether or not BCF felt the small number of people responding to the email survey was adequate for the process as a whole. Art Webb explained that this is only a small portion of the research conducted, and generally speaking, the email survey ends up confirming what the BCF team learns through on the ground interviews, stakeholder meetings, and community interaction. Jim Hartbarger commented that he felt that Waynesville should have been reviewed as a competitive set and would like to see that information. BCF stated they are still completing the final analysis on the research, and interviewed six stakeholders earlier in the day and have several more

appointments before departing later tomorrow. They will pull all the information together and start the creative branding component upon the completion of the stakeholder interviews.

After more discussion between TDA board members and BCF, the presentation concluded.

Alex Bell made the motion to adjourn, the motion was seconded by ken Fernandez, the motion carried and the meeting ended at 2:55pm.

Mary Lanning, TDA Secretary

Approved: _____

Supporting Documents:

- A) Financial report prepared by Darlene Fox, Jackson County Finance Office*
- B) Contract to Audit Accounts, Dixon Hughes Goodman (DHG) letter – prepared by DHG*
- C) Jackson County TDA research – prepared by BCF*