

**Minutes of the Jackson County TDA Board of Directors Meeting**  
**May 22, 2013**  
**Jackson County Justice Center**

**Present:** Brien Peterkin, Julie Spiro, Vicki Greene, Julie Stockton, Ken Fernandez, Merrily Teasley, Cherie Bowers, Russ Seagle, Alex Bell, Debby Hattler, Clifford Meads, Bob Dews, Vick Patel, Mary Lanning, Mickey Luker, Jim Hartbarger, Darlene Fox, Stephanie Edwards.

**Absent:** John Woods.

**Guests:** George Ware, Mary Anne Baker, Doug Cody, Mark Jones, Art Webb, Charles Elders, other members of the public.

**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 15<sup>th</sup> mtg (document A). Brien Peterkin made the motion the Minutes be approved, second by Jim Hartbarger, unanimous vote by the board to accept the Minutes.

**Finance Committee:** Russ Seagle recapped the most recent approved grants:

Sculpture on the Green \$1200, Town of Sylva \$2500, Dillsboro Merchants Association \$1200. Mickey Luker made the motion the grants be approved by the full board, second by Brien Peterkin, unanimous vote by the board. A discussion ensued about exactly how the communication to the organizations receiving grant funding, and not receiving funding, should occur. Brien suggested that a letter be sent out to each one. Russ Seagle stated at this point he had attempted to follow up with most of the organizations by phone, but that he had not been able to reach everyone. Russ agreed he should move forward and send out letters of decline and would do so. Russ also stated that he would get with Vicki Greene to fine tune the grant award process so that proper follow up is occurring. Mickey suggested that Stephanie and Julie could take care of the letter part of the grant process since everyone else on the board is volunteers. Additional discussion occurred and Mickey made the motion to table the discussion at this time, allow the group to come back with some ideas or sample letters that could be sent out to the various organizations.

**Budget:** Darlene had copies of the budget available (document b). There was an additional page attached explaining certain line items within the budget (document c). Russ Seagle pointed at that the Dillsboro utility line item contained an error and should be \$1000, not \$2000. Darlene agreed. Russ stated that the finance committee had met numerous times and the end result was the document disbursed today. At this time, Debby Hattler addressed the board and explained her displeasure with the entire budget process, and that she believed Mr. Meads acted inappropriately by changing the proposed budget without the full board's consent or knowledge, after it had been voted on by the Finance Committee. Mr. Meads stated he saw information within certain budget line items that he believed the finance committee or board were not fully aware of, including an increase in contracted services for the Cashiers Chamber in the amount of \$12,000 as well as rent for the Cashiers Chamber in the amount of \$8400, which amounted to a 30% increase for the Cashiers

Chamber. Mickey Luker asked how much the Jackson County Chamber was being given. Mr. Meads responded that zero was being given to Jackson County Chamber or the Dillsboro Center. Discussion ensued, with Debby Hattler pointing out that the numbers had already been agreed upon by the Finance Committee and that Mr. Meads did not have the authority to change the numbers. Jim Hartbarger stated that if the Chairman of the Board saw something he felt was inappropriate, that it was his duty as Chairman to check it out and share the information with the board. Mr. Meads stated that there had been three meetings since the initial vote by the Finance Committee and numbers could have been changed back. Mr. Meads stated that the numbers shown today were voted on the Finance Committee and Russ Seagle proposed a compromise, and received yes votes from Brien Peterkin, Russ Seagle, Vick Patel, Clifford Meads and a No vote from Debby Hattler. Brien and Mickey both recommended we move on as one team, and that we keep everyone on the board fully informed in the future. Merrily Teasley agreed. Debby Hattler asked Brien Peterkin if he agreed with the budget as presented today and Brien Peterkin stated he did and felt there was plenty of flexibility within the budget to address any future needs at the Cashiers or Jackson Chambers.

Mr. Meads also stated he was not aware that the proposed budget being presented at the meeting today was already available on public record with the county. Additional discussion occurred about the rent amount for the Cashiers Chamber. Ken Fernandez stated that as President of the Cashiers Chamber, he had been told they would be receiving more money from the TDA, to just wait until to ask for it until the new TDA had been formed and they are asking for it now. Other comments were made by Mr. Fernandez.

Mickey Luker made the motion to accept the budget as presented, Merrily Teasley seconded the motion, with board members present all voting yes with the exception of Debby Hattler, who voted No.

Alex made the motion to adjourn the business portion of the meeting at 12:46pm. Motion was seconded by Mickey Luker. Mr. Meads reminded everyone to return at 1pm for the BCF presentation.

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1pm – BCF Presentation by Art Webb

Mr. Webb reviewed with the group the three finalists for the brand concept: Play On, Base Camp For Life, Up to Good. After the presentation, there was discussion among the board, members of the public, and county commissioners regarding the three concepts. Art Webb acknowledged the strengths and challenges with each concept, similar concepts used in other locations, and how to set our area apart from others. Art said his team had not come up with a new name for the area at this point, but that he will have this idea completed for the June 4<sup>th</sup> meeting. Brien Peterkin asked if we had to have a new name, or if this was just part of the process. After much discussion, it was the consensus of the board members present, as well as Commissioners present, that the Play On concept was best suited for Jackson County. Mr. Meads felt this concept would also work well with all the outdoor activities and would present well on film and in photos. Merrily Teasley stated that she felt the domain name of [www.mountainlovers.com](http://www.mountainlovers.com) would fit nicely and work well with the Play On concept. Commission Doug Cody also agreed with Mr. Mead's comments regarding the outdoor adventure in Jackson County and thought this concept would be representative of what Jackson County has to offer.

At this point, Art Webb said he would further develop the Play On concept and present a detailed plan on June 4<sup>th</sup>.

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Mary Lanning, TDA Secretary

Approved: \_\_\_\_\_

*Supporting Documents:*

- A) Minutes – May 15, 2013*
- B) Proposed budget – Jackson County Finance Office*
- C) Line item detail – Jackson County Finance Office*