

**Jackson County Tourism Development Authority
Board of Directors Meeting
July 20, 2016**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Ann Self, Ashley Iglesias, Clifford Meads, Darlene Fox, Henry Hoche, Julie Spiro, Ken Taft, Mary Lanning, Nick Breedlove, Noah Bell, Sarah Jennings, Vick Patel, Vicki Greene

Absent: Cherie Bowers, Jim Hartbarger, Joey Laughridge, Kelly Custer, Robert Jumper, Stephanie Edwards

Guests in Attendance: Holly Kays (Smoky Mountain News), John Kautz (Rawle Murdy), Kate Daughtry (Rawle Murdy), Len O'Neal (Rawle Murdy), Patrick Rhyne (Rawle Murdy)

Vice Chair Mary Lanning called the meeting to order at 1:06 p.m.

June Minutes were approved with a motion by Sarah Jennings and a second by Clifford Meads.

Finance Officer Darlene Fox presented the TDA's financial report for the month of June. Highlights include: May room occupancy tax collections of \$84,885.31 with \$260 collected for penalties. Year-to-date collections total \$816,568, which is 90.4-percent of the budget. 141 units reported for May. Collections are up 24-percent from the same period in 2015. The fiscal year to date increase is 10.84-percent. The cash balance as of June 30, 2016 is \$435,357.22. Expenditures for June were \$93,484.87.

The Financial report was approved with Alex Bell making a motion with Vick Patel seconding.

There was no report from the Governance Committee or the secretary.

Jackson County Chamber of Commerce Director Julie Spiro presented the chamber's report to the board stating that she shared it digitally as well. Spiro then detailed the Chamber's efforts and upcoming Mountain Heritage Day, Dillsboro Arts Fest, Quilt Show and Cashiers Antique Show Benefit. She mentioned distributing 15,069 visitor guide for the last six months of this fiscal year with handing out 1,635 guides in June alone. There were 2,121 visitors through the Sylva and Dillsboro visitor centers and over 341 phone inquiries for the month of June bringing the six-month total to 8,579 visitors and 2,201 phone calls.

Cashiers Area Chamber and Visitor Center Director Stephanie Edwards was absent but did share her report electronically. Ken Taft detailed the Chamber's efforts stating that the Cashiers Blue Ridge Antique Benefit Show is to be held this upcoming weekend, grant recipient Mountain Wildlife Days in Sapphire was very well attended, grant recipient Cashiers Plein Air at the Village Green was a huge success and Cashiers Historic Society held Music on the Grounds this weekend and are now preparing for the upcoming Cashiers Designer Showhouse to be held later in August.

In his Director's report, Breedlove covered the high points:

- Julie, Stephanie and I worked together to update VisitNC meeting the deadline of July 15th
- Jackson County occupancy tax is up 24% in June

- Emailed all accommodation owners requesting them to complete a form for their listing on VisitNC with only 7 to 8 responses
- Anglers & Appetites to premier this Friday the 22nd. Dates and Times have been shared via email and I encourage to tune in if you can

Vice Chair Mary Lanning then turned the floor over to Kate Daughtry of Rawle Murdy who then presented this fiscal year's marketing plan. The recommended tactics contained a targeted audience, print recommendations, digital partnerships and is highly trackable, efficient and flexible.

Following the presentation, Clifford Meads moved to approve the marketing plan as is knowing that is flexible and that it is a working document. The motion passed unanimously.

Executive Director Nick Breedlove then asked for a motion to release the amount of \$3,657 to reprint updated Fly Fishing Maps. The motion was made by Alex Bell with Vick Patel seconding. The motion passed unanimously.

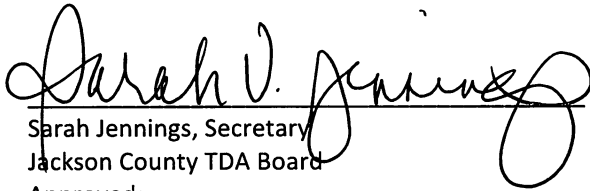
At the unanimous recommendation of the Executive Committee, Executive Director Nick Breedlove asked that a motion be made to approve the amount requested of \$2,500 to be awarded as a special project to the applicant Cashiers Area Chamber for the newly installed Cashiers Welcome Sign. The special project was approved with a motion by Henry Hoche and a second by Ken Taft.

Executive Director Nick Breedlove then asked the board to reconsider the grant application for the Front Streets Arts Festival for 2017. Previously, the board held off funding that event for next year, waiting to analyze the data collected this year. The grant request was approved with a motion by Sarah Jennings and a second by Ken Taft.

Vice Chair Mary Lanning then recognized director Joey Laughridge's resignation. Breedlove then stated that "We value and thank him for his service and we will bring recommendations for a replacement."

The next meeting of the Jackson County Tourism Development Authority will be held on August 17th at 1:00 pm at NCCAT in Cullowhee.

The meeting adjourned at 1:35 p.m.



Sarah V. Jennings

Sarah Jennings, Secretary
Jackson County TDA Board
Approved: