

**Jackson County Tourism Development Authority
Board of Directors Meeting
May 28, 2014**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Cherie Bowers, Bob Dews, Stephanie Edwards, Ken Fernandez, Darlene Fox, Vicki Greene, Jim Hartbarger, Robert Jumper, Mary Lanning, Vick Patel, Brien Peterkin, Julie Spiro, Julie Stockton

Absent: Ashley Faulkner, Mickey Luker, Clifford Meads, Merrily Teasley, Debra Watson

Guest in Attendance: George Ware (The Chalet Inn), Quintin Ellison (Smoky Mountain News), Kelly Donaldson (Crossroads Chronicle), Rich Price (Jackson County Economic Development Office) and via conference call, Barry Sanders (The Brandon Agency).

Chairman Robert Jumper opened the meeting at 1:00 pm with introductions, including a review of local communications activity. He reported that the Executive Committee has reviewed the interactive marketing proposal, it is in order and is being budgeted in. He stated that the Brandon Agency agreement has been clarified and they are ready to proceed with the current structure in place.

A motion was made by Brien Peterkin, seconded by Ken Fernandez, to approve the minutes of the April meeting. The motion was passed unanimously.

Darlene Fox then presented financial statements and discussion followed. A motion was made by Alex Bell, seconded by Mary Lanning, to approve financial report. The motion was passed unanimously.

Peterkin then presented the proposed FY2014-2015 TDA Budget and advised that no motion is required at this time. A 30-day public comment period will begin and a public hearing will be held June 18th, prior to the next TDA meeting. She said the next step will be for the board to approve the related ordinance adopting the budget after the hearing takes place.

Robert Jumper urged Alex Bell, Chair, Governance Committee, to review the grant structure outlined in previous meetings regarding working with finance for deadlines.

Stephanie Edwards presented an activities update on the South Jackson Visitor Center including Cashiers Area Events: 22nd Annual Tour de Cashiers Mountain Cycling Experience, The Rotary Club of Cashiers Valley/GCAMA Memorial Day Celebration, escorting the marketing firms and travel writers on familiarization tours, GCAMA's Groovin on the Green, a possible Wildflower Festival, The Mountain Challenge, Taste of the Plateau and Plein Air Event at the Village Green. Housekeeping items included: Glenville Community aesthetic improvements and Visitor Center "Welcome" mats that display the "Play On" logo. Outstanding items included: partnership opportunity with Smith Travel Research (STR) and a request by the Blue Ridge Bicycle Club asking for a grant endorsement letter. She provided copies of the monthly analytics.

Julie Spiro presented an update on North Jackson Visitor Center projects including monthly analytics and the increase on Fly Fishing Maps due to Angler Show, a WLOS airing in June, the opening of the Microtel in Dillsboro, June printing of the new Visitor Guide, a meeting with outdoor enthusiasts with the TDA marketing firm representatives, Fly Fishing Festival, Mountain Artisan Summer Show, July 4th festivities and Concerts on the Creek. She presented copies of WCU's Tourism Conference presentative and Pottery Festival information.

Jumper stated in relation to advertising in the marketplace, 2,242 inquiry leads were generated since March, which decreased the cost to \$35 per lead. Barry Sanders stated that a formal report on the fam tours will be prepared by the end of the week. Jumper announced that the contract with The Brandon Agency will be complete within the next 30 days.

Vicki Greene then posed a question regarding cancellation of the July 4th fireworks in Sylva. Discussion followed with the board's opinion being fireworks should be privately funded.

Under Action Items, Jumper recommended the WCU presentation and inquired as to the board's interest in cancelling July's TDA meeting due to the demanding summer season on Directors' time. A motion was made by Bell, seconded by Vick Patel, to cancel July and resume monthly meetings in August. The motion passed unanimously.

Jumper acknowledged George Ware, of the Chalet Inn, in response to his request to make public remarks. Ware encouraged the board to include all addresses in the county in the visitor guide, list all activities in alphabetical order and suggested developing a rotating website format. He then submitted two letters of inquiry to the Chair.

Jumper acknowledged Rich Price, Director of Economic Development for Jackson County, in response to his request to make public remarks. Price encouraged the board to be collaborative and creative, to integrate and leverage every resource available for bettering economic development. He believes the line of communication with WCU is underutilized and that it has a potentially strong impact on visitation. Some discussion followed with Peterkin stating that it should be pursued.

A motion was made by Jim Hartbarger, seconded by Peterkin, to adjourn the meeting. The motion passed unanimously.

The next meeting of the Jackson County Tourism Development Authority will be held on June 18th at 1:00 pm at the NCCAT, Cullowhee.

Mary Lanning, Secretary
Jackson County TDA Board

Approved: