

**Jackson County Tourism Development Authority  
Board of Directors Meeting  
August 20, 2014**

**MINUTES – PENDING APPROVAL**

**Present: Darlene Fox, Bob Dews, Stephanie Edwards, Mary Lanning, Clifford Meads, Brien Peterkin, Merrily Teasley, Jim Hartbarger, Julie Stockton**

**Absent: Alex Bell, Vicki Greene, Mickey Luker, Debra Watson, Cherie Bowers, Ashley Iglesias, Ken Fernandez, Robert Jumper, Mickey Luker, Vick Patel, Julie Spiro**

**Guest in Attendance: Jeremy Morrison (Smoky Mountain News), Quintin Ellison (Smoky Mountain News), Rich Price (Jackson County Economic Development Office).**

**Vice Chairman Brien Peterkin opened the meeting at 1:06 pm with an opening statement of with only seven members present the board may not vote, but they may hold a meeting. The minutes from the June 2014 meeting will be presented at the next board meeting.**

**Darlene Fox then presented the financial statements and discussion followed regarding comparing the last two fiscal years and the breakdown of all collections in the month of July. Darlene presented a summary of budget for revenues and expenses. Approval of financials must be postponed until the September meeting.**

**Brien Peterkin then stated that the Executive Committee has met twice to discuss the possibility of an Executive Director to be hired for Jackson County. Discussion followed touching on the subjects of responsibilities, the role of the ED and accountability of the new position.**

**Rich Price, of Jackson County Economic Development Office, volunteered to put together some information from the economic development perspective for the Board of Directors. Brien stated that the more information the board can gather the better.**

**Clifford Meads presented the marketing report, presenting the proposal Brandon put together. The Marketing Committee met and discussed services for financial cost. The new website design was presented, the backgrounds are interchangeable. Clifford stated that documentation of the marketing schedule, cost and services will be distributed to the board by next week.**

**Stephanie Edwards presented an activities update on the South Jackson Visitor Center including presenting copies of the monthly analytics and she reported July 4<sup>th</sup> record numbers of 3500 people. She stated the decision to follow up on STR will be revisited in November and she reported on two great events of the summer: The Mountain Challenge and the Rotary Club of Cashiers Valley Annual Arts & Crafts Show.**

Brien Peterkin finished with stating that there were many great discussions and that all actions will be postponed until the next meeting.

The next meeting of the Jackson County Tourism Development Authority will be held on September 17<sup>th</sup> at 1:00 pm at the NCCAT, Cullowhee.

*Mary Lanning*

Mary Lanning, Secretary  
Jackson County TDA Board

Approved: