

**Jackson County Tourism Development Authority
Board of Directors Meeting
June 17, 2015**

MINUTES – PENDING APPROVAL

Present: Darlene Fox, Vicki Greene, Henry Hoche, Sarah Jennings, Robert Jumper, Joey Laughridge, Clifford Meads, Vick Patel, Julie Spiro, Ken Taft, Merrily Teasley

Absent: Alex Bell, Cherie Bowers, Kelly Custer, Stephanie Edwards, Ken Fernandez, Jim Hartbarger, Ashley Iglesias, Mary Lanning

Guest in Attendance: Mary Ann Baker (INNSights Marketing), Christie Calhoun (Brandon Agency), Shelby Greene (Brandon Agency), Holly Kays (Smoky Mountain News), Sarah Lovingood (Brandon Agency), Rich Price (Jackson County Economic Development Office), Barry Sanders (Brandon Agency)

Chairman Robert Jumper opened the meeting at 1:15 pm with introductions. A motion was made by Clifford Meads to approve the monthly minutes, seconded by Vick Patel. The motion passed unanimously.

Darlene Fox then presented the financial statements, stating that the totals are up 12% for this month and discussion followed. A motion was made to approve financials by Merrily Teasley, seconded by Clifford Meads. The motion passed unanimously.

Clifford Meads, Marketing Committee, then stated that the Brandon Agency is ready to present a comprehensive plan with substance and proven tactics. He then turned the floor over to Barry Sanders.

Barry then introduced his team at the Brandon Agency. Christie Calhoun presented a recap of leads while distributing handouts that outlined the success of all efforts and a flow chart for future marketing. Sarah Lovingood and Shelby Green then began a power point presentation displaying cost of leads, split ads of print and digital placement, general overview of Jackson County's branding, and creative tactics for the recommended marketing budget in the near future.

Following the presentation, a motion was made to approve the marketing budget by Clifford Meads, seconded by Sarah Jennings. The motion passed unanimously.

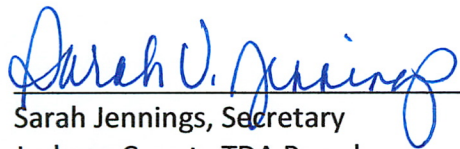
Julie Spiro presented an update on Jackson County Chamber and Visitor Center Projects including presenting copies of the monthly analytics. She mentioned Saturday's Front Street Arts and Crafts Festival, launched Fly Fishing Report, weekly concert series in Sylva at Bridge Park, July 4th Festivities, Farmers Market on Saturday mornings and a new business opening soon in Dillsboro.

Holly Greenia presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics. Ken Taft then listed off many of Cashiers Area events such as the Memorial Day Extravaganza, Blues, Brews & BBQ and Friday night's Groovin on the Green.

Robert then stated that the Chamber Contracts need to be approved as is for next year with no changes. A motion was made to approve the Chamber Contracts by Sarah Jennings, seconded by Merrily Teasley. The motion passed unanimously.

A motion was made to adjourn by Chairman Jumper, seconded by Sarah Jennings. The motion passed unanimously.

The next meeting of the Jackson County Tourism Development Authority will be held on August 19th at 1:00 pm at the NCCAT, Cullowhee.



Sarah Jennings, Secretary
Jackson County TDA Board

Approved: