

**Jackson County Tourism Development Authority  
Board of Directors Meeting  
June 15, 2016**

**MINUTES – PENDING APPROVAL**

Present: Ann Self, Clifford Meads, Darlene Fox, Henry Hoche, Jim Hartbarger, Julie Spiro, Mary Lanning, Nick Breedlove, Robert Jumper, Vick Patel, Vicki Greene

Present via conference call: Cherie Bowers

Absent: Alex Bell, Ashley Iglesias, Joey Laughridge, Kelly Custer, Ken Taft, Noah Bell, Sarah Jennings, Stephanie Edwards

Guests in Attendance: John Kautz (Rawle Murdy), Mary Ann Baker (INNSights Marketing), Patrick Rhyne (Rawle Murdy), Suzan Brand (Rawle Murdy)

Chairman Robert Jumper called the meeting to order at 1:13 p.m. He then stated that all action items would be voted on at once toward the end of the meeting. Chairman Jumper, Executive Director Nick Breedlove and County Commissioner Vicki Greene, then extended invitations to directors for the Greenway Bridge Ribbon Cutting and County Manager Chuck Wooten's retirement celebration.

Finance Officer Darlene Fox presented the TDA's financial report for the month of May and distributed copies of the 2016-2017 fiscal year budget. Highlights include: April room occupancy tax collections of \$46,262 with \$210 collected for penalties. Year-to-date collections total \$731,423.58, which is 81-percent of the budget. 106 units reported for April. Collections are up 16-percent from the same period in 2015. The fiscal year to date increase is 9.67-percent. The cash balance as of May 31, 2016 is \$468,256.91. Expenditures for May were \$70,949.82. Year-to-date expenses totaled \$714,671, which is 79.14-percent of the budget.

Jackson County Chamber of Commerce Director Julie Spiro presented the chamber's report to the board stating that she shared it digitally as well. Regarding the Trout Capital designation, Spiro stated that "In January, the long session of the General Assembly will convene and Senator Jim Davis and Representative Joe Sam Queen will be sponsoring the bill." Spiro then detailed the Chamber's efforts and upcoming 4<sup>th</sup> of July events along with mentioning over 1,700 visitors through the Sylva and Dillsboro visitor centers and over 400 phone inquiries.

Cashiers Area Chamber and Visitor Center Director Stephanie Edwards was absent but did share her report electronically. Ann Self mentioned that the Village Green is to provide fireworks for the 4<sup>th</sup> of July and that the concerts begin at 6:30 p.m. She then expressed her gratitude to the board as a grant recipient for the upcoming Cashiers Plein Air Festival by stating, "I am pleased to report and grateful to the TDA for the grant money. I feel like a large part of advertising that we did with the Nation Fine Art Connoisseur Magazine is drawing. I have seen a significant up taking in art groups from across the country."

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

- Sent a letter encouraging participation in Smith Travel Research reporting to accommodations that aren't currently reporting. STR data helps the TDA to better target its marketing programs.

- Filmed a segment with Duke Energy about outdoor recreation's impact on tourism
- Supplying Mary Ann Baker of INNSights Internet Marketing with videos and photos for increased engagement on Social Media
- FAM Trip scheduled for July 29-31 with Pineapple Public Relations is to be rescheduled for fall due to media writer schedule conflicts. Individual media visits will be offered throughout the summer into fall.
- Met with Jackson County Commissioners regarding the proposed Special Projects Policy. Breedlove and Chairman Robert Jumper attended the meeting to clarify whether the proposed policy fit within Commissioners and the TDA's view of guidelines set forth within the TDA's founding bylaws related to capital expenditures.
- On June 14<sup>th</sup>, spent time with U.S. Sen. Thom Tillis' Western Regional representative Colton Overcash touring Jackson County's assets.
- Attended the Cashiers Historical Society's historical program at WCU on Horace Kephart
- Scheduled a planning meeting for June 21 at SCC regarding the 2017 Solar Eclipse that will take place Aug. 21, 2017. Jackson County is in the direct path of totality. All directors are encouraged to attend if possible.
- Social media reports and web analytics are up with over 6,000 website visits. Continuing to work on driving traffic from social media to website.
- Jackson County occupancy tax is up 32% in April (for March collections) and 16-17% in May (for April collections). Will be drafting a press release to make the public aware of the TDA's efforts

Breedlove then telephoned Cherie Bowers to participate in board voting, allowing quorum regulation to be met.

Chairman Jumper called for a motion to accept May's Minutes. May's Minutes were approved with a motion by Clifford Meads and a second by Henry Hoche. The motion passed unanimously.

Chairman Jumper called for a motion to accept the Financial Report. The Financial Report was approved with a motion by Clifford Meads and a second by Henry Hoche. The motion passed unanimously.

Chairman Jumper called for a motion to accept the TDA Budget Ordinance. It was approved with a motion by Jim Hartbarger and a second by Clifford Meads. The motion passed unanimously.

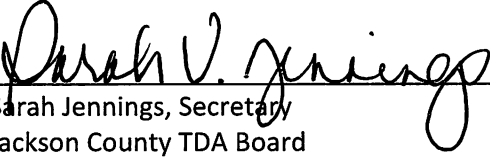
Chairman Jumper called for a motion to accept the Dixon Hughes Audit Report. It was approved with a motion by Clifford Meads and a second by Mary Lanning. The motion passed unanimously.

Chairman Jumper called for a motion to accept the Special Projects Policy. It was approved with a motion by Clifford Meads and a second by Mary Lanning. The motion passed unanimously.

Chairman Jumper then stated that the Southeast Tourism Society Awards are now accepting nominations. He has tasked Breedlove and Pineapple PR with preparing this year's entries. Jumper noted that the TDA will be nominating Breedlove for the STS Rising Star Award and also the Tourism Office of the Year award.

The next meeting of the Jackson County Tourism Development Authority will be held on July 20<sup>st</sup> at 1:00 pm at NCCAT in Cullowhee.

The meeting adjourned at 1:45 p.m.



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Sarah Jennings, Secretary  
Jackson County TDA Board

Approved: