

**Jackson County Tourism Development Authority
Board of Directors Meeting
May 25, 2016**

MINUTES – PENDING APPROVAL

Present: Ashley Iglesias, Clifford Meads, Darlene Fox, Henry Hoche, Jim Hartbarger, Julie Spiro, Ken Taft, Mary Lanning, Nick Breedlove, Noah Bell, Robert Jumper, Sarah Jennings, Stephanie Edwards, Vick Patel

Absent: Alex Bell, Ann Self, Cherie Bowers, Joey Laughridge, Kelly Custer, Vicki Greene

Guest in Attendance: Bruce Murdy (Rawle Murdy), Chris Van Duyne (Rawle Murdy), Patrick Rhyne (Rawle Murdy), John Kautz (Rawle Murdy), Len O'Neal (Rawle Murdy), Deborah Stone (Pineapple Public Relations), Alexa Lampasona (Pineapple Public Relations), Melissa Webb (Pineapple Public Relations), Holly Kays (Smoky Mountain News), Mary Ann Baker (INNSights Marketing), Rich Price (Jackson County Economic Development Office).

Chairman Robert Jumper called the meeting to order at 1:01 p.m.

April Minutes were approved with a motion by Noah Bell and a second by Sarah Jennings.

Finance Officer Darlene Fox presented the TDA's financial report for the month of April and distributed copies of the proposed budget. Highlights include: March room occupancy tax collections of \$37,647.19 with \$150 collected for penalties. Year-to-date collections total \$684,951.57, which is 82.72-percent of the budget. 109 units reported for March. Collections are up 32-percent from the same period in 2015. The fiscal year to date increase is 9.29-percent. The cash balance as of April 30, 2016 is \$468,256.91. Expenditures for March were \$88,122.56. Year-to-date expenses totaled \$679,863.44, which is 82.11-percent of the budget.

The Financial report was approved with Henry Hoche making a motion with Noah Bell seconding.

There was no report from the Governance Committee.

Jackson County Chamber of Commerce Director Julie Spiro presented her chamber's report to the board stating that she emailed it as well. Spiro said, "For those of you who are unaware, this week is Concerts on the Creek. It starts this Friday." Spiro then detailed the Chamber's efforts along with mentioning 1,464 visitors through the Sylva and Dillsboro visitor centers and 451 phone inquiries.

Cashiers Area Chamber and Visitor Center Director Stephanie Edwards then presented her report stating that she too shared the information electronically with the board. Edwards then stated that the 24th Annual Mountain Cycling Experience Tour de Cashiers went well with no incidents and that the 2016 Lifestyle & Living Maps, that include a "Play On" panel, are now available. Edwards indicated that visitor traffic is increasing and that the upcoming Memorial Day activities are to be held at The Village Green.

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

- Received new visitor guides and rack cards
- Developed a Tourism Information Fact Sheet and presented to Jackson County Commissioners

- Held at meeting with WCU's Athletics Department regarding advertising opportunities and sports tourism. They agreed to send out the new visitor guides to all season tickets holders.
- Filmed Anglers and Appetites to be aired late July or early August
- Visited STS Marketing College in Georgia and has been named the class President
- Web and Social Media Analytics are up with videos being the most engaging
- STR Report is showing Jackson County up 11% vs. neighboring competitive set.
- Jackson County has received a tremendous amount of publicity in the last few months due to TDA's efforts

Nick then turned the floor over to Bruce Murdy of Rawle Murdy, an integrated brand agency.

Bruce then introduced his team at Rawle Murdy and presented the five core values to ensure a culturally good fit. Other team members touched on specialized services, market research, such as driving factors and Google survey responses. Then the team recommended two creative concepts that they believe captures Jackson County, "Here, You're in It" and "Play It by Ear."

Following the presentation, Clifford Meads moved to approve the RM contract for Advertising and web agency services pursuant to the general terms of the agreement as presented today but subject to the TDA's attorney and the representative from RMA or its attorney negotiating final technical provisions of the contract and negotiating a clause prohibiting RMA providing similar services for a destination in a 75 mile-radius. The motion passed unanimously.

Breedlove then presented Pineapple Public Relations contract to the board. Clifford moved to accept contract. The motion passed unanimously.

Breedlove then presented INNSight Marketing contract to the board noting one-line item change regarding social media ad buys. Clifford moved to accept contract. The motion passed unanimously.

Breedlove then presented the Chamber Contracts to be approved as is for next year with no changes in dollar amounts; the contracts do include a revised scope of work. A motion was made to approve the Cashiers Area Chamber Contract by Mary Lanning with Ken Taft seconding. The motion passed unanimously. A motion was made to approve the Jackson County Chamber Contract by Jim Hartbarger with Noah Bell seconding. The motion passed unanimously.

Darlene Fox then presented the Proposed Budget for 2016-2017 fiscal year. The total budget is \$953,500 which includes all contracts previously voted on. The public hearing for the budget is set for Wednesday, June 15th.

Chairman Jumper then stated that the special projects policy has been drafted and will be presented to County Manager Chuck Wooten for review.

The next meeting of the Jackson County Tourism Development Authority will be held on June 15th at 1:00 pm at NCCAT in Cullowhee.

The meeting adjourned at 1:56 p.m.


Sarah Jennings, Secretary
Jackson County TDA Board

Approved: