

**Jackson County Tourism Development Authority
Board of Directors Meeting
October 15, 2014**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Stephanie Edwards, Ken Fernandez, Darlene Fox, Jim Hartbarger, Robert Jumper, Mary Lanning, Brien Peterkin, Ashley Iglesias, Julie Spiro, Clifford Meads, Merrily Teasley, Bob Dews

Absent: Cherie Bowers, Vicki Greene, Mickey Luker, Vick Patel, Julie Stockton, Debra Watson

Guest in Attendance: Rich Price (Jackson County Economic Development Office)

Chairman Robert Jumper opened the meeting at 1:03 pm with introductions, including a review of September's minutes. A motion was made by Alex Bell to approve the months minutes, seconded by Bob Dews. The motion was passed unanimously.

Darlene Fox then presented financial statements. A motion was made by Merrily Teasley to approve financials, seconded by Mary Lanning. The motion was passed unanimously. Discussion followed regarding the fund balance options and concluded with a referral for further review to committee.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center projects including monthly analytics, record breaking walk-in traffic and Google reports. She mentioned the Colorfest in Dillsboro, Taste of Sylva, WCU's Homecoming Parade, Halloween Treat Day, Dillsboro Luminaires, and the Christmas Parade.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center including the 7th Annual Cashiers Leaf Festival, the upcoming Choose & Cut Season, the Village Green holiday kick off activities, the 40th Annual Cashiers Christmas Parade and record numbers for accommodation owners for the season. She distributed the monthly analytics and stated that an Atlanta Journal Constitution writer will be visiting the Cashiers area next week. Ken Fernandez stated that the Leaf Festival was a success with one complaint regarding parking. Stephanie reported parking tickets were issued due to the lack of event parking signs resulting in negative comments about Cashiers hospitality. Stephanie stated that she would like to submit a grant request to the TDA for permanent public parking signs for Cashiers.

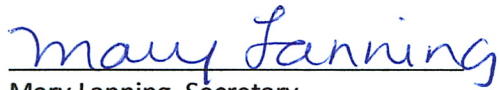
Jumper then opened the floor for discussion regarding the Executive Director position. Discussion followed regarding the contract expectations and the hiring process. Robert stated that the Board needs to see the draft of the contract expectations, written by Clifford, Mary and Cherie, before presenting it to the County Commissioners.

Jumper concluded the meeting by presenting the 2015 Board of Director appointees to be submitted as recommendations to the County Commissioners. Terms set to expire this year are

Mary Lanning, Bob Dews, Brien Peterkin, Julie Stockton, Jim Hartbarger and Robert Jumper. Mary, Jim and Robert all indicated that they were willing to serve another term. The recommendation to replace Bob Dews is Henry Hoche of Innisfree Bed & Breakfast, located in Glenville. The recommendation to replace Brien Peterkin is Fran Parmalee of Cabins in the Laurel, located in Cashiers. The recommendation to replace Julie Stockton is Joey Lockridge of Bear Lake Reserve, located in Tuckasegee.

A motion was then made to adjourn the meeting by Ken Fernandez, seconded by Mary Lanning at 1:56 pm, which passed unanimously.

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



Mary Lanning, Secretary
Jackson County TDA Board

Approved: