

**Jackson County Tourism Development Authority
Board of Directors Meeting
October 21, 2015**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Stephanie Edwards, Ken Fernandez, Darlene Fox, Henry Hoche, Ashley Iglesias, Sarah Jennings, Robert Jumper, Joey Laughridge, Mary Lanning, Clifford Meads, Vick Patel, Julie Spiro, Ken Taft

Absent: Cherie Bowers, Kelly Custer, Vicki Greene, Jim Hartbarger, Merrily Teasley

Guest in Attendance: Holly Kays (Smoky Mountain News)

Chairman Robert Jumper called meeting to order at 1:05 pm with introductions. A motion was then made by Ken Fernandez, seconded by Ken Taft, to approve the minutes for August and September. The motion passed unanimously.

Darlene Fox then reviewed the highlights of monthly financial statements, stating that the totals are down 3% from the same time period last year but up 5.96% for the total year. A motion was then made to approve financials by Alex Bell, seconded by Mary Lanning. The motion passed unanimously.

Clifford Meads, Marketing Committee, stated that Pineapple Public Relations is putting together winter events, that Facebook likes are now up to 78,000, Twitter and Instagram followers are rapidly growing, the Fly Fishing Trail Maps are in the process of being printed, the Brandon Agency's fall promotions are on the website and that Brandon is currently finalizing the county summaries for the website. Clifford then stated that his recommendation is to have Brandon present upcoming advertisements and guidelines at the next board meeting.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics and highlights handout. She reported on the "Choose and Cut" banner displayed to promote visits later this year, the Cashiers Annual Leaf Festival's impressive turnout and presented a graphic update of the newly designed "Cashiers Welcome" sign. She then distributed the newly printed Cashiers Shopping/Dining Guide/Map to directors and mentioned the Chamber's recommendation for director replacement, Ann Self.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center projects including presenting copies of the monthly analytics. She mentioned WCU's upcoming Homecoming Parade, the "Treat Street" in downtown Sylva, the upcoming Pottery Festival (November 6-7th), the scheduled FAM Tour during the rescheduled (November 14th) Taste of Sylva, the Hard Candy Christmas event at the Ramsey Center and the Dillsboro Luminaires. Julie also extended a fundraising effort invitation for the Charters of Freedom.

Under Action Items the Chairman opened the floor for discussion regarding the revised Grant Policy. A motion was made by Sarah Jennings, seconded by Ken Fernandez, to approve the revised Grant Policy. The motion passed unanimously. Robert then stated that it is time to replace or renew four seated directors. Vick Patel and Clifford Meads have agreed to continue to serve as a director. Robert stated that he would contact Kelly Custer regarding his 3 year term. Ken Fernandez, Cashiers Area Chamber's Appointee declined to continue as a director. Stephanie Edwards then stated that the Cashiers Area Chamber's replacement recommendation is Ann Self, the Executive Director of the Village Green.

Under New Business the Chairman opened the floor for discussion regarding the TDA's Executive Director Position, stating that his recommendation to expedite the selection process would be to have the Executive Committee, Rich Price and a representative of the Brandon Agency interview the five candidates submitted for the first selection round. Discussion followed regarding whether a non-board member should be part of the selection process, if the bid amounts factor in at this stage and if the three candidates that are companies, not individuals, should be considered for the position. A motion was then made by Ken Taft, seconded by Clifford Meads, to approve the interview process as the initial interview to be conducted by the Executive Committee and the second interview to be conducted by the panel and agency and county partners with all five candidates to be considered. The motion passed unanimously.

Meeting concluded at 1:55 pm.

The next meeting of the Jackson County Tourism Development Authority will be held on November 18th at 1:00 pm at the NCCAT, Cullowhee.


Sarah Jennings, Secretary
Jackson County TDA Board

Approved: