

**Jackson County Tourism Development Authority
Board of Directors Meeting
November 18, 2015**

Present: Mary Lanning, Alex Bell, Julie Spiro, Cherie Bowers, Clifford Meads, Robert Jumper, Joey Laughridge, Henry Hoche, Sarah Jennings, Vick Patel, Darlene Fox.

Absent: Stephanie Edwards, Ken Fernandez, Ken Taft, Merrily Teasley, Vicki Greene, Asheley Iglesias,

Guests: Rich Price (Jackson County Economic Development Office), Holly Kays (Smoky Mountain News), Pineapple PR

Minutes: Motion made made Henry Hoche to accept, second by Mary Lanning, approved unanimously.

Financials: Darlene disbursed – see report. Alex made the motion to accept the financial statements as presented by Mrs. Fox, motion seconded by Mary, approved unanimously.

Marketing: Mr. Meads stated he has a meeting planned with the Brandon Agency for the first week of December. Website updates and a general overview of website maintenance, along with planning for 2016 will be discussed.

Pineapple PR: made a presentation to the board, disbursing a proposal for the creation and ongoing production of a blog for the TDA (see hand out). No action was taken by the board regarding the blog proposal. Pineapple also discussed the success of the mini-fam in November. A discussion ensued – Darlene recommended the board discuss the agency contracts no later than February, to align with budget requests for the upcoming year. Alex specifically inquired about Brandon's contract, followed by discussion regarding the website maintenance.

Cashiers Chamber – no report.

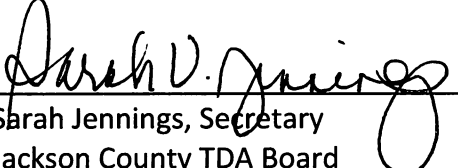
JCCC – see report, Julie presented a summary of upcoming events, visitor analytics from the Jackson County Visitor Center and Dillsboro Center for the previous month, mini fam involvement, and ongoing projects.

Robert Jumper – reviewed that board received five contractor proposals for the TDA contracted position. He stated the panel interviewed all five candidates, narrowing the field to two (2) finalists. There will be a meeting on Friday November 20 with the two finalists. All three contracted agencies (Pineapple, Brandon, and INNights) have been invited to take part in the final interview process, along with Rich Price and the Executive Directors of both Chambers. Jumper announced the final two candidates are Jackie Brendle and Nick Breedlove.

Robert Jumper – Commissioners will make a decision in December on vacated TDA seats and TDA Chairperson position. He stated that there will not be a TDA Board meeting in December
Guest comments:

Rich Price – added that the EDC has a new website, he has finished with helicopter aerial footage, and will have footage that the TDA will be very excited to see. He stated he has drone footage of WCU Homecoming, and other event footage that he would like TDA officers to review for their consideration for potential use by the TDA via participation contract, for the future.

Business concluded: 1:41 p.m.



Sarah Jennings, Secretary
Jackson County TDA Board

Approved: