



**MINUTES**  
**Jackson County Tourism Development Authority**  
**Board of Directors Meeting**  
**November 15, 2016 (Tuesday), 1:00 p.m.**  
North Carolina Center for the Advancement of Teaching  
Cullowhee, NC 28723

**Call to order/Roll Call**

Meeting was called to order at 1:02 p.m. by Mary Lanning.

Members in attendance

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Alex Bell      | <input checked="" type="checkbox"/> Darlene Fox    | <input checked="" type="checkbox"/> Mary Lanning |
| <input checked="" type="checkbox"/> Noah Bell      | <input type="checkbox"/> Vicki Greene              | <input type="checkbox"/> Clifford Meads          |
| <input checked="" type="checkbox"/> Nick Breedlove | <input type="checkbox"/> Jim Hartbarger            | <input checked="" type="checkbox"/> Vick Patel   |
| <input checked="" type="checkbox"/> Cherie Bowers  | <input type="checkbox"/> Henry Hoche               | <input checked="" type="checkbox"/> Ann Self     |
| <input checked="" type="checkbox"/> Kelly Custer   | <input checked="" type="checkbox"/> Sarah Jennings | <input checked="" type="checkbox"/> Julie Spiro  |
| <input type="checkbox"/> Stephanie Edwards         | <input type="checkbox"/> Robert Jumper             | <input checked="" type="checkbox"/> Ken Taft     |

**Others in Attendance**

Danell Moses (minutes); Alexa Lampasona, Melissa Webb, and Deborah Stone (members of Pineapple); and John Kautz of Rawle Murdy

**Approval of Minutes**

Minutes were presented and approved for October 2016.

**MOTION:** Jennings moved to approve minutes as presented. Patel seconded. Motion passed.

**Review & approval of annual audit report**

Audit review was presented by Kendra Ferguson of Dixon, Hughes, and Goodman for the 2015-2016 fiscal period ending June 30, 2016. Ferguson discussed the Management’s Discussion and Analysis section, noted that the net position at the end of the year was \$546,117, and mentioned the report to the board of directors provides better discussion of the audit process. She indicated this was a routine audit with no discrepancies noted which was finished November 8. Contact information is available on page 1 of the report in case questions arise.

Breedlove asked if percentage of available funds balance is required to be eight percent. Ferguson stated that the eight percent is suggested because it represents about one month of revenue, but individual boards set that rate.

**MOTION:** Self moved to accept the year-end audit as presented. Jennings seconded. Motion passed.

**Review & approval of year-to-date financial report**

Financial Report was presented by Darlene Fox.

YTD collections of \$ 412,144.23

YTD expenses of \$ 310,038.85

Cash balance on October 31, 2016 was \$ 647,392.31

**MOTION:** Alex Bell moved to accept the financial report. Noah Bell seconded. Motion passed.

**Officials**

No reports were provided.

**Committee reports: Governance, Marketing**

No reports were presented.



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### Jackson County Chamber activity report

Julie Spiro provided a highlight summary of Chamber activities and news:

- Had busy month greeting 4082 visitors, answering 673 phone calls, and mailing 14,474 visitor guides.
- Participated in TDA Conference call 10/11
- Submitted article and fishing tip to Angler Magazine
- Coordinated mailing of 2,700 Visitor Guides
- Staffed visitor center, provided water, maps, visitor guides etc. for Pottery Festival in Dillsboro
- Promoted Treat Street in Dillsboro and Sylva through chamber billboard, Facebook, website, and mass email.
- Created visitor packets for several agencies: WCU faculty (40), Jackson County Planning Department (100), Harris Regional Hospital (100), Jackson County Public Schools (20), Hard Candy Christmas Show vendors (125).
- Participated in Main Street Sylva Board meeting – working on Sylva Christmas Parade, Shop Small Saturday marketing, Sylva Holiday Open House, WCU Homecoming parade.
- Assisted with Dillsboro fall street decorations
- Looking forward to upcoming Hard Candy Christmas show in Cullowhee, posting a list of restaurants open for Thanksgiving and Christmas, two turkey trots in Cherokee and Cullowhee, holiday window display in Dillsboro, and Christmas parades in Cherokee and Sylva in December.

Jennings asked if smoke and fires are having any impact. Taft said some families had cancelled their plans. Noah Bell said they'd received some phone calls asking about the smoke and health concerns. Spiro said some rooms are being used by firemen plus volunteers. Breedlove mentioned the fire in Jackson is 94% contained. He said the TDA had worked with Pineapple to create a crisis management plan, but they were not planning to implement the strategy yet because the fires in Jackson County are 94 percent contained. Edwards mentioned that the Cashiers Chamber is getting some phone calls regarding the fires as well.

### Cashiers Chamber activity report

Stephanie Edwards provided a highlight summary of Cashiers Chamber activities and news:

- Looking forward to upcoming events annual tree lighting, Santa on the Green, Christmas parade December 10
- Is active in developing awareness of the 2017 eclipse. Put up banner at cross road and hosted a meeting on local activities surrounding the event.
- Partnered with Alex Bell on a pedestrian event. She is seeing a lot of us of the new segment of the Greenway.
- Mentioned that the US Forest Services is thinking about taking Terrapin Mountain off the wilderness area list. The Chamber is asking the Forest Service to maintain that designation status for protection.
- Attended LEAD Regional Leaders Conference at WCU, including Outdoor Tourism presentation
- Promoted Jackson County Choose & Cut tourism experience with JCTDA and growers' association banners on rotating display during fall leaf and Thanksgiving visitation.



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### Director's Report

Nick Breedlove provided some highlights of his full report provided with the agenda.

- The new website launched Friday, November 11 at 4:19 a.m. He very pleased with the content, organization, ease of use, and mobile-friendly features. It provides the most up to date database of information regarding lodgings, accommodations, and restaurants; partners can log in to update their information with data and pictures. Board is encouraged to provide feedback.
  - MountainLoversNC.com will re-direct here.
  - NCEclipse.com will take visitors to the DiscoverJacksonNC.com's solar eclipse page.
  - The final version will contain some content such as board member page / TDA minute archives, etc.) after launch-related issues are addressed.
- The board will continue to accept nominations for board seat vacancies
  - 1. Ashley Iglesias – South, 25+ rooms
  - 2. Ken Taft – South, 25+ rooms
  - 3. Cherie Bowers – Home Rentals Condos
  - 4. Noah Bell - North, 25+ rooms
- He is working with the Jackson County's Comprehensive Plan committee which updates the comprehensive plan to guide activities across many disciplines in the county over coming years. He authored a new section to be included in the plan on tourism and would like the board's feedback before delivering it to the committee for consideration. No comments were made. He will proceed in delivering the content to the JCCP committee.

### Board Appointments/Nominations

Vick Patel nominated Meghan Orr for board membership.

### Public comment (per sign in sheet)

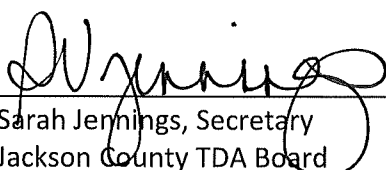
No comments were made.

### Announcements

No announcements were made

### Adjournment

Meeting was adjourned at 1:36 p.m.

  
\_\_\_\_\_  
Sarah Jennings, Secretary  
Jackson County TDA Board  
Approved: