



MINUTES

Jackson County Tourism Development Authority
Special Meeting of Board of Directors
November 29, 2016 (Tuesday), 1:00 p.m.
Conference call

Call to order/Roll Call

Meeting was called to order at 1:03 p.m. by Robert Jumper.

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 checked="" 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 checked="" type="checkbox"/> Stephanie Edwards | <input checked="" type="checkbox"/> Robert Jumper | <input checked="" type="checkbox"/> Ken Taft |

Others in Attendance

Danell Moses (minutes)

Approval of Minutes

Minutes were presented and approved for November 2016.

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

JCTDA request to Commissioners to amend R12-34 board member criteria

During the work session held November 15, the consensus of the group was to ask the Jackson County Commissioners to change the language of the founding local ordinance R12-34 by modifying board seat requirements from 25+ rooms to 10+ rooms. Four board vacancies would be affected by this action.

MOTION: *Alex Bell moved that the Jackson County Commissioners be presented with the request to revise criteria to 10+ rooms plus instead of 25+ rooms. Meads seconded. Motion passed with unanimous vote of those present.*

Proposed 2017 meeting calendar

A 10-month meeting schedule for next year will be adopted by skipping the busiest months for those in the accommodations and hotel industry - July and October.

Alex Bell commented that this should also be discussed with all new members coming on board. Jumper said that it would certainly be presented to new board members. Lanning said that if new board members are agreeing to the timeframe when they're solicited, no problems should be presented.

The meeting schedule change met with no opposition.



Approval of spending for printing line items

- **Reprinting of Fly Fishing map**
The Fly Fishing map has been picked up in record quantity from local Chambers. Therefore, the TDA needs to reprint 10,000 copies of the Fly Fishing map for a cost of \$3,657.
- **Printing of Solar Eclipse information cards**
Breedlove will work with marketing to design and print 5,000 Solar Eclipse event postcards for approximately \$133 which would be made available at Chambers and hotels to advise of the upcoming event and website.
- **Printing of business cards**
Breedlove needs new business cards reflecting new website and new e-mail address. Cost will be \$25.

***MOTION:** Meads moved to approve the cost of three printing items from the printing line item. Alex Bell seconded. Motion passed with unanimous vote of those present.*

Management contract

Jumper explained the board should extend Breedlove's contract until March 30, 2017 so further discussion of moving him to a paid position can be conducted.

***MOTION:** Meads moved to extend Breedlove's contract with similar pay until March 30, 2017. Lanning seconded. Motion passed with unanimous vote of those present.*

Letter of support to ARC for BRNHA

The BRNHA has requested a letter to the ARC in support for the Blue Ridge National Heritage Area and the craft trail project as they apply for a \$95,000 grant.

As no dissension was expressed, a letter will be drafted.

Adjournment

Meeting was adjourned at 1:21 p.m.

A handwritten signature in cursive script, reading "Sarah V. Jennings", is written over a horizontal line.

Sarah Jennings, Secretary
Jackson County TDA Board

Approved: