



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

MINUTES

Jackson County Tourism Development Authority Board of Directors Meeting

June 20, 2018 (Wednesday), 1:00 p.m.

Jackson County Public Library, Conference Room

310 Keener Street

Sylva, NC 28725

Public Hearing – FY 2018-2019 Budget

Chairman Vick Patel called the Public Hearing to order at 1:00 p.m. No comments were given.

Call to Order/Roll Call

The meeting was called to order at 1:02 p.m.

- **Members in attendance:** Executive Director Nick Breedlove; Chairman Vick Patel; Vice-Chair Kathy Korb; Board Members Megan Orr, Tom Garcia (arriving after roll call), Andrew Harlfinger, Ann Self, Ron Mau, Stephanie Edwards (arriving after roll call), and Finance Director Darlene Fox
- **Members absent:** Secretary Laura Bowers; Board Members Bob Williams, Dale Collins, and Julie Spiro.
- **Others in attendance:** Jackson County Economic Development Director Rich Price; Minutes Clerk Debbie Coffey

Approval of Agenda

MOTION: Ann Self moved to approve the agenda; Megan Orr seconded. Motion carried.

Public Comment – none

Recognize Vice-Chairman and Secretary

Chairman Patel recognized Vice-Chair Kathy Korb, who announced that following several soft-openings, Whiteside Brewery will serve beer tomorrow.

Review and Approval of May Minutes

Minutes of the May 16, 2018, TDA meeting were emailed prior to the meeting for review.

MOTION: Megan Orr moved to approve the May 16, 2018, minutes. Andrew Harlfinger seconded. Motion carried.

Review and Approval of May Financial Report

The May Financial Report was presented by Darlene Fox. Highlights include May Occupancy Tax collections of \$53,635.68, penalties of \$60.00, and YTD collection totals of \$872,900.81, which is 80.82% of the budget. Collections were down 12.5% from the same period in 2017, and up 3.92% for the fiscal year. Airbnb collections totaled \$5,698.70. 120 Accounts reported rentals for May.

The May cash balance was \$35,501.48 with investments totaling \$400,000. May expenses were \$87,036.76 with YTD expenses totaling \$1,018,501.22. Encumbrances of \$4,179.50 make a combined total of \$1,022,680.72, equaling 87.8% of the budget. Ms. Fox reported that the 12.5% decline comparative to 2017 was likely due to one resort not having reported rentals for the 2018 period. Ms. Fox stated that she would contact the account to inquire as to the reason rentals were not reported. Ms. Fox confirmed that the budget was on track for the fiscal year, with two months of collections pending.

MOTION: Megan Orr moved to approve the financial report as presented. Ann Self seconded. Motion carried.

Budget Amendment

A copy of the proposed budget amendment was provided prior to the meeting for review, receiving \$2,800 as additional Investment Earnings and increasing Miscellaneous Expenses by the same amount.

MOTION: Ann Self moved to approve the proposed budget amendment. Kathy Korb seconded. Motion carried.

Approval of the Fiscal Year 2018-2019 Budget

Ms. Fox outlined the 2018-2019 Budget of \$1,165,005, with estimated revenues of \$1,112,400 in occupancy tax collection, \$2,500 in penalties, \$10,000 in marketing and advertising income, \$2,500 in investment earnings, and \$37,605.00 in fund balance.

Motion: Megan Orr moved to approve the Fiscal Year 2018-2019 Budget as proposed. Ann Self seconded. Motion carried.

Approval of the Audit Contract for Fiscal Year 2018-2019

A copy of the Fiscal Year 2017-2018 Audit Contract with Dixon Hughs Goodman, LLP was provided prior to the meeting for review. The amount of \$7,000 is slightly higher than last year due to the change in Mr. Breedlove's employment status from contracted services to county employee.

Motion: Ann Self moved to approve Audit Contract. Megan Orr seconded. Motion carried.

Directors' Reports

Jackson County Chamber: Julie Spiro provided the board with a written report prior to the meeting. Mr. Breedlove noted the following highlights in her absence:

- Welcome Center distributions in May included 6,526 Visitor Guides and 2,925 Fly Fishing Maps.
- 1,134 Direct visitor inquiries were fulfilled for the month.
- 6,840 Dining Guides have been disbursed in 2018.
- 1,496 Visitors were served at the Sylva and Dillsboro Visitor Centers.
- The Hook, Line & Drinker Festival and Tuck Trout Trot were very successful.
- The Chamber has hosted a Spring Open House, 3 ribbon cuttings for new businesses, and provided \$900 in grant money to local organizations.

Cashiers Area Chamber: Stephanie Edwards provided the board with a written report prior to the meeting which included the following highlights:

- The 7 all-weather literature displays have been installed and supplied with the new Cashiers Area Visitor and Play On Guides and will be relocated as necessary to promote tourism activities.
- Construction of the new Cashiers Indoor Events Center was announced on June 14th, with additional details forthcoming.
- The Canoe Club of Cashiers has petitioned the US Army Engineers for improvements to Cashiers Lake.
- The Chamber has launched the CashiersAreaJobs.com website for use by employers and job seekers.
- Additional funding has been requested from the Jackson County Commission for signage for Glenville and Sapphire.
- Progress is on-going for the Jackson County Small Area Plan which should be completed by early fall.
- Upcoming events include:
 - June 28th – Showcase and reception hosted by Whiteside Brewing Co.
 - July 1st & 4th – Independence Day fireworks and celebrations at Lake Glenville and Cashiers
 - July 25th – August 5 – Cashiers Designer Show House

Executive Director: Mr. Breedlove provided the board with a written report prior to the meeting which included the following highlights:

- The July issue of *Our State* magazine has been released with 34 pages on Jackson County. With a print run of 220,000 this is excellent exposure for the county. This equates to approximately \$1.5 million PR value.

- Nine proposals for the Strategic Planning and Visitors Research have been received, ranging in cost from \$25,000 to \$100,000. The Executive Committee has selected three finalists and anticipates making a recommendation to the Board in August.
- The Cashiers Plein Air Festival has been named a "Top 20 Event in the Southeast," joining several other area festivals to receive this recognition.
- Pineapple PR will be recognized at the August meeting for the public relations milestone of reaching 1 billion impressions for Jackson County.
- Jackson County Visitor Guides are now displayed at two information kiosks in the Asheville Airport.
- Talks with Jackson County Public School leaders are on-going to implement the ProStart Hospitality training program, which has been very successful for early training in the hospitality and tourism sector.
- A last-minute advertising opportunity in *Good Grit* magazine was utilized to focus on the Cashiers area.

New Business – none

Announcements/Adjournment

- Ann Self noted that Camp Merrie-Woode is celebrating its centennial year.
- Rich Price shared the news that Haywood Smokehouse in Dillsboro has been named as one of the Top 25 Barbecue Restaurants in the United States by *Travel and Leisure*, and that Chip Owen and Nicole Dexter of Innovations Brewery are finalists for the NC Business Top Entrepreneurs Under 40 Award. Their Dillsboro location is slated to open on July 1st.
- The TDA Board will not meet in July.

Kathy Korb moved to adjourn. The meeting was adjourned at 1:55 p.m.

Next Meeting

The August 15, 2018, TDA Board of Directors Meeting will be at 1:00 pm in the WCU Cordelia Camp Building, Room 143, WCU, Cullowhee, NC.



Laura Bowers, Secretary
Jackson County TDA Board

Approved: August 15, 2018