



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

To: Full TDA Board

From: Nick Breedlove, TDA Director *Nick*

Date: May 11, 2018

Subject: Updates for TDA Board Meeting

May 16 meeting format

As a reminder, our May 16 meeting will span from 1 to 4 p.m. due to the number of activities we need to accomplish; refreshments are provided. We will make the most efficient use of the time, and in as much, please read all materials thoroughly in advance of the meeting.

Magellan Strategy Group will present the Visitor Center study at this meeting, and discussion of strategy and tactics along with next steps will occur at a future meeting.

The Marketing Committee has extensively reviewed and vetted marketing and PR plans for the year and will recommend those plans' approval at our May 16 meeting.

Strategic Planning and Research

Both the Executive Committee and I have identified strategic planning and research as a top priority for FY 18-19. Now that we have a fully-seated board it is time to begin this process. I worked on the development of a Request for Proposals and funding for this process extensively over the last month. The Executive Committee reviewed the RFP and held a discussion on this item. They will request the full board approve the RFP for Strategic Planning and Research on May 16.

Contracts

We have a total of six contracts to approve at our May 16 meeting. All are linked with the agenda and have been previously reviewed by legal. They are not substantively different from the contracts we approved last year other than date and signatory changes. We do have one new contract for event photography. I have reviewed all of them in depth and am recommending them for approval.

Director engagement:

- Meeting with Cashiers map creator and provided feedback and project timeline/next steps. The map project is about 90-percent complete.
- Meeting with the Marketing Committee to review designs for an official Jackson County sticker that will be printed this coming fiscal year. The approved design is in Rawle Murdy's marketing summary [report](#). In an effort not to compete with Visitor Center sales of their sticker items, this sticker will be given out at festivals and be made available at select locations to visitors.
- Preparation of FY 18-19 contracts
- Executive Committee meeting to review RFP, budget, Chamber Visitation study
- Daily calls with Pineapple PR and Rawle Murdy to review and provide feedback on FY 18-19 plans, current and future projects and budgets.
- Meeting with Jackson County Public Schools to discuss the ProStart hospitality program; next meeting in June with curriculum staff.
- Jackson County Comprehensive Plan committee meeting.
- Attended STS Connections Conference in South Carolina, April 22-25.
- Various touchpoints and calls related to hotel development, film production, planning, economic development and tourism-related inquiries.
- Meeting with David Knight and area stakeholders on the Outdoor Recreation Industry