



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

MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

September 19, 2018 (Wednesday), 1:00 p.m.

Cordelia Camp Building, Room 143, WCU

Cullowhee, NC 28723

Call to order/Roll Call

The meeting was called to order at 1:00 p.m.

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

Approval of Agenda

MOTION: Bob Williams moved to approve the agenda; Kathy Korb seconded. Motion carried.

Public Comment – none

Recognize Vice-Chairman and Secretary

Chairman Patel recognized Vice-Chairman Kathy Korb and Secretary Laura Bowers. Ms. Korb reported a very successful Tour de Cashiers despite concerns with Hurricane Florence hitting the eastern part of North Carolina. Ms. Bowers had no report.

Review and Approval of August Minutes

Minutes of the August 15, 2018, TDA meeting were emailed prior to the meeting for review.

MOTION: Tom Garcia moved to approve the June 20, 2018, minutes. Bob Williams seconded. Motion carried.

Review and Approval of August Report

The August financial report was presented by Darlene Fox. Highlights for August include Occupancy Tax collections of \$191,670.76, penalties of \$65.58, and YTD collection totals of \$327,499.75, which is 29.44% of the budget. Collections were up 5.77% from the same period in 2017, and up 8.4% for the fiscal year. Airbnb collections totaled \$9,872.16. 183 accounts reported rentals for August.

The August 31 cash balance was \$110,444.90 with investments totaling \$400,000.00. August expenses were \$108,950.52 with YTD expenses totaling \$221,233.97. Encumbrances of \$5,775.82 make a combined total of \$227,009.79, equaling 19.02% of the budget.

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

Directors' Reports

Jackson County Chamber Director's Report: Julie Spiro provided highlights from her written report which was provided prior to the meeting.

- Concerts on the Creek wrapped up with record attendance.
- Nine Dillsboro and Sylva destinations have been listed on BringFido.com as dog friendly.
- Merchandise sales are up 89% over last year with new fall items and Fly Fishing Trails t-shirts now available.

- The SmartTV is in place and is very popular with Visitor Center guests.
- Upcoming events include
 - Sep. 20th- Art and Wine Walk in Sylva
 - Sep. 23rd- Watauga Valley Railroad Historical Railroad Museum charter train departing Dillsboro at 1:30
 - Oct. 6th- 10th Annual Color Fest in Dillsboro
 - Oct. 6th- 2nd Annual Walk for Hope in Sylva
 - Oct. 24th- Jackson County Chamber Block Party in Sylva
 - Nov. 3rd- Western North Carolina Pottery Festival

Cashiers Area Chamber: A written report was provided prior to the meeting. In Ms. Edwards' absence, Mr. Breedlove gave the following highlights:

- Following years of work by the Cashiers Area Chamber, the Highlands Cashiers Land Trust has tentatively agreed to accept a 2-acre parcel of land located on US Highway 64 West, near the Rhodes Overlook, and to allow Jackson County to construct a visitor viewing platform and parking area on the site.
- Greenville-based The Source Group will provide recommendations for improvements to the reception area and brochure displays at the Visitor Center. Breedlove will share this with Executive Committee and the full board when a quote is prepared.
- The Tour de Cashiers date change proved to be beneficial with additional events added to the bike race which brought larger numbers of overnight guests.

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

- 14 new occupancy tax accounts have been created since the receipt of the July Property Tax bills which included a notice about the legal obligation to remit tax on rentals.
- The Appalachian Women's Museum in Dillsboro has requested a letter of support to assist with fundraising for Museum.
- Video footage has been produced for new social media campaigns, including a bass fishing video, fly fishing video and branded video.
- Mr. Breedlove will attend the Blue Ridge Parkway Association Board of Directors meeting tomorrow in Lynchburg, Va.
- WCU will host the Outdoor Economy Conference on Friday, October 10, 2018.
- Additional marketing updates were provided.

Announcements/Adjournment

Bob Williams asked Mr. Breedlove to advocate for a better repaving method for the Blue Ridge Parkway, as the chip and seal method currently used creates an unsafe surface for bicyclists and motorcyclists. Mr. Breedlove stated that the fog seal method was being used because of deferred maintenance costs and was discussed at the Congressional Summit on Travel and Tourism.

The TDA Board will not meet in October. *Dale Collins moved to adjourn.* The meeting was adjourned at 2:08 p.m.

Next Meeting

The November 14, 2018, TDA Full Board Meeting will be at 1:00 pm in the WCU Cordelia Camp Building, Room 143, WCU, Cullowhee, NC.