



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

MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

December 12, 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; Chairperson Ann Self; Vice Chairperson Laura Bowers; Secretary Kathy Korb; Board Members Andrew Harlfinger, Jay Grissom, Megan Orr, Bob Williams, Dale Collins, Stephanie Edwards, Julie Spiro, Ron Mau; Finance Officer Darlene Fox
- **Members absent:** Tom Garcia
- **Others in attendance:** Rich Price, Jackson County Economic Director; Debbie Coffey, Minutes Clerk

Approval of Agenda

MOTION: Megan Orr moved to approve the agenda; Laura Bowers seconded. Motion carried.

Organizational Meeting-Installation of Officers, Meeting Schedule

Chairperson Self introduced Jay Grissom to the board and presented the following committees as a motion by the Executive Committee. Mr. Grissom is the General Manager of Best Western River Escape Inn and Suites in Dillsboro. Committee recommendations for 2019 are:

- Marketing Advisory Committee: Megan Orr, Chair; Tom Garcia, Ann Self
- Grants Application Review Committee: Dale Collins, Chair; Stephanie Edwards, Julie Spiro, Kathy Korb
- Governance and Recruitment Committee: Ann Self, Chair; Laura Bowers, Vice Chair; Dale Collins, Ron Mau
- Executive Committee: Kathy Korb, Chair; Laura Bowers, Vice-Chair; Darlene Fox; Megan Orr; Ann Self
- Crisis Plan Committee: Andrew Harlfinger, Chair; Bob Williams; Jay Grissom

MOTION: Megan Orr seconded the motion to approve the appointment of Jay Grissom and to accept the 2019 Committees as presented by the Executive Committee. Motion carried.

The 2019 meeting schedule and locations were provided prior to the meeting. The location of the meetings will be changed to the Southwestern Community College campus, which will provide both a cost savings and adequate parking for meetings.

MOTION: Dale Collins moved to approve the Meeting Schedule. Andrew Harlfinger seconded. Motion carried.

Public Comment

None.

Vice-Chairman and Secretary

Vice-Chair Laura Bowers and Secretary Kathy Korb had no comments at this time.

Review and Approval of November Minutes

Minutes of the November 7, 2018, TDA meeting were emailed prior to the meeting for review.

MOTION: Megan Orr moved to approve the November 7, 2018, minutes. Kathy Korb seconded. Motion carried.

Review and Approval of November Financial Report and Budget Amendment

The November financial report was presented by Darlene Fox. Highlights for November include Occupancy Tax collections of \$127,211.34, penalties of \$131.54, and YTD collection totals of \$577,840.81, which is 51.95% of the budget. Collections were down 11.72% from the same period in 2017, and up 4.55% for the fiscal year. Airbnb collections totaled \$9,852.99. 173 accounts reported rentals for October. The November 30th cash balance was \$185,808.91 with investments totaling \$400,000.00. November expenses were \$113,007.20 with YTD expenses totaling \$532,925.98. Encumbrances of \$4,508.55 make a combined total of \$537,434.53, equaling 45.04% of the budget.

MOTION: *Laura Bowers moved to approve the financial report as presented. Megan Orr seconded. Motion carried.*

Director Breedlove outlined a budget amendment request to move \$962 from fund balance to contracted services to allow for the creation of a paid internship position. The internship would be for approximately 150 hours and must be approved by the County Commissioners.

MOTION: *Megan Orr seconded the motion made the Executive Committee to approve the additional \$962.00 needed to completely fund the paid internship and allow Chairperson Self to request the position from Commissioners and execute any related documents. Motion carried.*

Director Breedlove requested a \$1,500.00 increase to Memberships, Dues, and Subscriptions from fund balance to join Destinations International. This would allow access to DI's proprietary information related to employment practices and educational discounts from Destination International.

MOTION: *Kathy Korb moved to approve the \$1,500.00 amendment. Dale Collins seconded. Motion carried.*

Director Breedlove requested to add \$5,576 to Travel from fund balance. This amendment will move the expenditures forward to this fiscal year that were proposed draft budget for 2019-2020. This will allow the director to complete the CDME classes which will run concurrently.

MOTION: *Laura Bowers moved to approve the agenda; Megan Orr seconded. Motion carried.*

Directors' Reports

Jackson County Chamber Director's Report: A written report was provided prior to the meeting which included the following highlight:

- The November report included the following numbers: 1,494 direct inquiries fulfilled; 325 Fly Fishing Maps delivered to Welcome Centers; 50 direct fishing inquiries fielded; 1340 visitors served at the Dillsboro and Sylva Visitor Centers; and 141 phone inquiries.
- Ms. Spiro showcased new trout coasters which is an example of some of the new merchandise available at the Chamber Visitors Center.
- The new website for the Chamber was launched last month.

Cashiers Area Chamber: A written report was provided prior to the meeting which included the following highlight:

- The 1st Annual Gobble on the Green saw 622 runners from 28 states participate in the Thanksgiving Day event.
- The Christmas Parade and Block Party was held yesterday after being rescheduled due to inclement weather.
- Dialogue continues with Highland Cashiers Land Trust and other vested parties to develop a Bear Shadow/Cashiers Valley viewing trail and parking area.
- The Chamber submitted a letter of endorsement to NCWorks supporting SCC and the Southwestern Workforce Development Board in the development and creation of the Hospitality Institute.
- The Chamber funded a Sidewalk Survey which helped identify the "inner loop" as the initial priority for sidewalk infrastructure needed pedestrian mobility and safety.

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

- The Visitor Survey has received 2,830 responses which is well above the targeted 400 needed for a “statistically accurate” survey.
- New commercials are being developed for the Atlanta market. A winter-themed video is being produced to promote the traditionally lower-occupancy time of year.
- The TDA provided a letter of support for Southwestern Community College in support of the creation of a Hospitality Training Institute.
- Website improvements are continuing with key metrics showing mobile optimizations have been very successful in providing more significant engagements with site visitors.
- The Visitor Guides for 19-20 will go to press much earlier than in previous years. The goal is to have them available for distribution by mid-March.

Regional Attractions – Nick Breedlove

A copy of the Guidelines and Policies for the JCTDA Regional Attractions Strategy was provided prior to the meeting. This was developed by the Executive Committee to promote the county as a home base for visitors to experience well-known regional attractions within a one-hour drive of the county. All content would be approved by the TDA Director.

MOTION: *Megan Orr seconded the motion made the Executive Committee to approve the Guidelines and Policies for the JCTDA Regional Attractions Strategy. Motion carried.*

JCTDA Audit Report – Darlene Fox

Ms. Fox outlined the audit of accounts for the JCTDA for the year ended June 30, 2018. The audit was conducted in accordance with generally accepted auditing standards within the United States and expresses an unmodified opinion of the financial statements. The total fund balance at year’s end was \$535,808, with \$144,802 restricted by state statute. The remaining balance for appropriation is \$391,006.

MOTION: *Megan Orr moved to accept the audit report as presented. Kathy Korb seconded. Motion carried.*

New Business:

None.

Announcements/Adjournment

Bob Williams noted the lack of handicapped accessible facilities in National Parks located in the western region of the U.S. Mr. Williams would like to TDA to be proactive in pushing for funding for backlog of park maintenance. The TDA will be closed for the Holidays from December 21st until January 3rd.

MOTION: *Andrew Harlfinger moved to adjourn. The meeting was adjourned at 2:05 p.m.*

Kathy Korb, Secretary
Jackson County TDA Board

Approved: February 20, 2019