



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

To: TDA Board

From: Nick Breedlove, TDA Director 

Date: May 15, 2019

Subject: Updates for TDA Board

Research Presentation

Following the Full Board Meeting on April 17, Berkeley Young and I, along with Young Strategies team, shared Visitor Profile Research to the High Hampton Resort team so they may utilize the data in early plans. CACOC Executive Director Stephanie Edwards was also present for the in-depth look at their lodging and visitor profile.

Budget & Marketing and Communications Planning for FY 19-20

- Participated in Conference Call with Rawle Murdy and Romantic Asheville to discuss program opportunities for FY 19-20 and new marketing strategies.
- I participated in multiple calls with our partner agencies, both Pineapple PR and Rawle Murdy, to finalize our draft plans for FY 19-20. Both plans incorporate research-based strategies from our Visitor Profile Research that will guide our plan of work this coming fiscal year.
- A majority of my efforts have been working to create a balanced budget for this coming fiscal year. I've had meetings with our Finance Officer and the Executive Committee to review the full budget for the coming fiscal year. The draft budget is on our May 22 agenda for presentation to the board, and I will present highlights alongside our Finance Officer. The Executive Board previously vetted the entire budget line by line and is recommending its approval to the board.

Part-Time Employee Request

I attended the May 14 Commissioner work session to request Mr. Caleb Sullivan's part-time work be extended into June and the upcoming FY. We will take action May 22 to formally vote as a board to extend his part-time hours then commissioners will meet June 6 to vote on that request. Also, on May 22 I will attend the Commissioners' meeting to present the request for our Sales and Marketing Manager Full Time Employee.

Networking

- As part of our advocacy efforts, I am planning the state's delegation for the Southeast Tourism Society Congressional Summit on Tourism in Washington DC, June 11-13. I've held multiple meetings both in person and over the telephone with several stakeholders to arrange visits with Congressional Legislative Directors, recruit North Carolina membership to our delegation, and work on advocacy goals.
- Attended and represented the JCTDA at Western Carolina University's Public Relations Student Society of America meeting in hopes for a WNC PRSSA Chapter to be established.
- Both myself and Economic Development Director Rich Price presented at a panel discussion at WCU's Annual Leadership Tour where we have dialogue about what our programs of work mean to the community to better inform the management at the college about our efforts.
- I represented the Jackson County TDA at the one-year update meeting for the County's Comprehensive Plan and Comprehensive transportation Plan. I provided them with tourism-related updates from our work. Board member Stephanie Edwards also serves on that committee too.

Crisis Communication Plan

The Crisis Communication Plan Members, I, and intern Caleb Sullivan reviewed the draft plan at the JCTDA Office last week and made progress in our first in-person meeting reviewing the plan. Staff work to incorporate their feedback into a second draft will commence as soon as other high-priority items are complete.

Public Hearing

The entire BOD needs to plan on arriving June 19 to our board meeting in advance of our regular time as we have a 12:55 p.m. public hearing on the FY 19-20 budget. Board members need to be present for this public hearing.

Director PTO Dates

In an effort to utilize accumulated PTO in between major projects and budget planning and media plan implementation I will be out of the office on May 15 (half-day), 16, 17, 23, 24 and June 7, 20, 21, 24, & 25. The county is closed for Memorial Day May 27.

In upcoming networking, as a BRPA Board of Director Member, I will attend the Blue Ridge Parkway Association annual meeting May 29-30 in Asheville and the STS Congressional Summit on Tourism in Washington DC June 11-13.