




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

To: TDA Board

From: Nick Breedlove, TDA Director 

Date: June 17, 2019

Subject: Updates for TDA Board

Networking and Conferences

The Southeast Tourism Society's Annual Congressional Summit was held in Washington, D.C. June 11-13. As North Carolina's Summit Chair, I worked to organize all Congressional visits with our state delegation of eight and staff from the offices of U.S. Sen. Richard Burr, U.S. Sen. Thom Tillis and U.S. Reps Mark Meadows, Virginia Foxx, and Patrick Henry. We felt the most movement on National Parks Deferred Maintenance, which is gaining momentum given last year's reauthorization of the Land and Water Conservation Fund. So far, we have 266 House Co-Sponsors and 36 Senate Co-Sponsors of the bill, which would provide roughly \$64 million in N.C. GSMNP repairs and maintenance and roughly \$275 million to the BRP in N.C. Other issues we discussed include: The Explore America Act, reauthorization of Brand USA, extending the sunset on the Craft Beverage modernization act, and standardized funding framework for the country's National Heritage Areas.



Above: Meeting with Chad Yelinski, Legislative Director for U.S. Rep. Mark Meadows

The Blue Ridge Parkway Association annual meeting was held in Asheville May 29-30 and as a Board Member I represented Jackson County and the State at that meeting. Former Exec. Director Thom Hardy's retirement ceremony was held, and I also attended J.B. Media's Social Media strategy courses offered in conjunction with the BRPA Annual Meeting.

In other networking, I will present at the Harris Regional Hospital Business Roundtable on Friday, June 28th and I am excited to share the work of our organization with business and industry leaders from Jackson County.

CDME

I have been working towards my Certified Destination Management Executive credential, which is the highest individual educational achievement in the tourism industry, offered through Destinations International. After completing four core courses, two electives, and the final exam following courses in Seattle, D.C. and Banff, I was notified Friday that my final was accepted with positive feedback given, and I will be graduating next month at Destination International's Annual Conference (July 17-23). In the last two decades there have been only 400 graduates worldwide of this program. I look forward to representing Jackson County at the annual conference and receiving my credentials to further the work of our DMO.

Employee Position

All details have been finalized with approval of the new employee position. Given Commissioners' concurrence at their work session and its inclusion in our budget, we will begin advertising the position July 1 and have Aug. 5 set aside for Ann Self and I to conduct interviews. This process will be discussed further with the board this week.

Summer FAM Trip

Our large annual FAM trip will take place June 21-23 and all details and media have been confirmed for this trip. I will share details of those in attendance and our itinerary at this week's meeting. We are very excited about the media we secured for this year's trip.

Top 20 events

The Cashiers Designer Showhouse has been named a Top 20 event in the Southeast. We achieved this designation through working with Pineapple PR and the Cashiers Historical Society to put together an application for its consideration. We will begin using the designation in our marketing and PR efforts for the event.

Director PTO/Vacation Dates

I will be out of the office June 24 & 25 and July 1 & 17.

Other engagement/efforts:

- Worked with Pineapple on Agenda for Summer FAM Trip, provided feedback.

- Put together FAM Trip Bags for Summer FAM trip. Coordinated delivery to Bear Lake Reserve.
- Worked with Pineapple on Made in NC ideas for *Our State*.
- Discussed addition of third team member and rationale with Pineapple PR to JC Team with Deborah Stone.
- Shared social influencer information to Pineapple.
- Collected winter photos for Pineapple PR's winter pitch
- Reviewed Pineapple's 'Under the Radar' Wedding Venues for VisitNC.
- Reviewed monthly Marketing Report and provided feedback/follow up to RM. Provided information to RM for upcoming Chatbot feature.
- Provided feedback to RM on upcoming print advertisements, social media stories, and misc. ad placements.
- Coordinated with RM on Social Media transfer of ownership of accounts to JCTDA and analytics platforms.
- Approved & tested new website Emergency Messaging Banner.
- Provided feedback to RM on two summer video series filmed in Cashiers for deployment on social media.
- Instituted a waterfall safety e-mail campaign in conjunction with RM utilizing similar regional messaging for deployment to our audience in June.
- Gathered information for new website listings to implement this week.
- Coordinated move of items from office to storage unit; updated live Google Sheet with current stock and location information of all our visitor printed collateral.
- Coordinated move of Exec. Committee meeting to teleconference.
- Responded to Cashiers Area Chamber/repeated coordination with NCDOT re: guardrail and signage repairs.
- Shared board feedback from May 22 meeting with Young Strategies related to changes to Strategic Plan recommended by BOD Members.

- Updated JCTDA website with new Vision and Mission Statement.
- Provided photos to the Laurel of Asheville for July 4 and Dogwood Crafters.
- Submitted all invoices for approval for current and submitted multiple Purchase Orders for upcoming July 1 deadlines.
- Investigated unsolicited leads from North Georgia markets being submitted to both Chambers. Shared response from RM's Media Buyer with both Chamber Directors.
- Distributed Blackberry Farms media story to BOD.
- Responded to Friends of Panthertown for letter of support for grant application; declined due to short timeframe and unable to bring to full BOD in requested period.
- Coordinated plan of work and tasks for JCTDA Employee Caleb Sullivan while OOTO.
- Completed Magellan Strategy Group regional survey on grant programs.
- Worked with photographers to secure rights to photos for social media and advertising purposes.
- Sent Facebook leads to Chamber for fulfillment.
- Attended Growing Outdoors Marketing & Branding workgroup meeting for the regional branding effort for WNC
- Compiled varied economic data for the Dogwood Health Trust grant application and provided data to requestor – Paul Robeshaw/Vision Cashiers; also shared with Stephanie Edwards. Data requested was to show growth in Cashiers-area. Compiled information from Econ. Dev, Finance, Building Permits, AirDNA, TWSA and others.
- Worked with Chamber Directors and Marketing Committee to bring their dining guides and associated printing fees within the JCTDA budget for this next fiscal year and future fiscal years. Chambers will prepare all collateral and JCTDA will be fiduciary agent as opposed to the Chambers.
- Provided Jackson County gift items to the Appalachian Regional Council for a giveaway.
- Responded to multiple Visitor Inquiries submitted through the JCTDA website.
- Edited and distributed copies of the Crisis Communication plan to Committee Members and Board Chair for review and input.

- Reviewed online project management systems for FY 19-20.
- Shared fund reserve policies from three destinations with Vice Chair Laura Bowers for consideration.
- Suggested Jackson Chamber purchase ConcertsOnTheCreek.com for brand recognition.
- Discussed TDA Board Member FAM Trip/Ambassador idea with potential vendors and Board Chair Self.

Upcoming Conferences

July 23-26 – Destinations International Annual Conference, St. Louis, MO