



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

## MINUTES

### Jackson County Tourism Development Authority Board of Directors Meeting December 16, 2020 (Wednesday), 1:00 pm Zoom Teleconference

#### Call to Order/Roll Call

The meeting was called to order at 1:00 p.m. by Mr. Jumper. Mr. Jumper reminded attendees of Zoom meeting etiquette.

- **Members in attendance:** Executive Director Nick Breedlove; Robert Jumper, Chair; Ann Self, Vice Chair; Megan Orr, Secretary; Board Members Dale Collins, Daniel Fletcher, Craig Smith; Julie Spiro, Stephanie Edwards, Mark Jones, and Jay Grissom.
- **Members absent:** Scott Greene
- **Others in attendance:** Sales and Marketing Manager Caleb Sullivan; Cheryl Osborne, Minutes Clerk; County Finance Officer Darlene Fox, and Melissa Webb, Pineapple Public Relations

#### Approval of Agenda

Agenda was sent prior to meeting via email; however, Mr. Jumper wanted to add to the agenda the following item:

-Revised Rules and Procedures

Discussion: In March 2018, the JCTDA adopted the Suggested Rules of Procedure for small local government boards by the NC School of Government. One edit the board made in 2018 was that motions require a second. The revision being proposed by Chair Robert Jumper is that all motions will not require a second, which speeds the delay waiting for someone to respond. Mr. Jumper asked that the Board could adopt this rule by taking a vote saying that the Board does not need the second to each motion and add this amendment to the agenda.

**MOTION:** Ann Self moved to add the amendment to the agenda. Dale Collins seconded. Motion carried.

**MOTION:** Ann Self moved to approve the agenda. Daniel Fletcher seconded. Motion carried.

#### Agenda Change

Mr. Jumper asked for a motion to make the above amendment regarding a second motion unnecessary.

**MOTION:** Ann Self moved to make the change. Craig Smith seconded. Motion carried with one no vote (Dale Collins).

**Public Comment:** None

**Election of Vice Chair and Secretary**

Mr. Jumper called for a motion to elect Ann Self Vice Chair.

***Motion:** Dale Collins motioned. Motion carried.*

Mr. Jumper called for a motion to elect Megan Orr Secretary.

***Motion:** Ann Self motioned. Motion carried.*

**New Board Member Introductions**

Mr. Breedlove welcomed back Dale Collins who has been reappointed to the Board. Mr. Collins expressed his thank you for being allowed to participate in the Board for the coming year. Mr. Breedlove introduced new Board members:

- Scott Green, representing High Hampton Resort, who replaces Brad Herman, who had a previous engagement and was not present.
- Daniel Fletcher, representing Hotel Cashiers, expressed his pleasure to be on the Board.
- Craig Smith, of Bear Lake Reserve, is excited to be on the Board and is looking forward to meeting everyone.
- Mark Jones, Jackson County Commissioner and former TDA Board Member, is looking forward to working with everyone.

**Review and Approval of November Minutes**

Minutes of the November 18, 2020. Minutes of the November meeting sent via email prior to meeting.

***MOTION:** Megan Orr moved to approve the November 18, 2020 minutes. The motion carried.*

**Review and Approval of November 30, 2020 Financial Report**

Ms. Fox presented the financial reports. Highlights for November include Occupancy Tax collections of \$213,382.80 penalties of \$62.99, and YTD collection totals of \$866,556.29, which is 82.56% of the budget. Airbnb collections totaled \$33,318.61. The Home Away and VRBO total was \$62,951.94. 89 accounts reported rentals for October rentals (decrease of 78 accounts from last year). Collections were up 65.12% (\$84,177.45) from the same period in 2019. The November 30, 2020 cash balance is \$786,702.58 with investments totaling \$400,000.00. November expenses were \$97,316.53 with YTD expenses totaling \$405,201.69 with encumbrances of \$4,695.00 for a combined total of \$409,896.69, equaling 37.80% of the budget.

***MOTION:** Ann Self moved to approve the November financial reports as presented. The motion carried.*

**JCTDA Staff Report/Marketing Report/PR Report**

**Executive Director:** Mr. Breedlove provided the board with a written report listing all the activities of the month prior to the meeting via email and presented the following updates that were not included in the report:

- The increase in collections results in an increase in the fund balance. The TDA needs to have 3-4 months of fund balance on hand in the event of unforeseen events. It is a positive trend that the fund balance is increasing.
- There has been a dip on occupancy this November (34%) vs. last November (42%). The Jackson County decrease is approximately the same as neighboring counties, as well as North Carolina as a whole. All other metrics are still holding strong and Jackson County is still seeing visitation.
- COVID-19 cases are increasing in Jackson County. Mr. Breedlove displayed the Jackson County COVID-19 dashboard from the Health Department. The increase in cases has been attributed the congregant living facilities where outbreaks are becoming common and to the Thanksgiving holiday when people gathered and traveled, visiting family and friends. Jackson County is considered by the state of North Carolina rating system as a “hot spot” of COVID activity. The TDA will pause our paid advertising beginning now for the next few weeks since Jackson County is viewed as unsafe. Another spike in COVID cases is expected after the Christmas/New Year’s holiday.
- The one paid advertising program that we are continuing is sending Visitor’s Guide to interested parties for future visits.
- Mr. Breedlove shared photos of The Village Green’s Christmas lights in Cashiers. Ms. Self of The Village Green thanked the Cashiers Chamber for all their work on the Christmas decorations and the JCTDA for their financial support.
- Mr. Breedlove read a letter from The Friends of Panthertown thanking the TDA for their support during the past year to improve the recreational opportunities in Panthertown Valley.
- The TDA is closing out the grant from the CARES Act. The TDA sponsored the campaign for mask wearing and the dining campaign in Sylva which was critical to the sustainability of Sylva restaurants.
- The TDA received the grant from Nestle through the American Park Conversation Network for bear proof recycling containers which will be placed at various parks in Jackson County.
- Mr. Sullivan reported that social media is seeing a small decrease, related to regular Holiday decline, but there is still traffic on the website and the November impressions were up about 400% over last year. There is a Bear Lake Reserve Giveaway starting in January geared toward the Secret Season campaign.

## **Directors' Reports**

**Jackson County Chamber:** Highlights of the Jackson County Chamber report was emailed prior to the meetings. Ms. Spiro stated that Sylva will have socially distanced holiday fireworks this coming Friday at 7:30. The fireworks can be seen from anywhere in downtown Sylva.

**Cashiers Area Chamber:** The Cashiers Area Chamber report was given by Ms. Edwards, who presented a photo of CSZ in lights which is a drive through charity to raise money for the Boys and Girls Club of Cashiers Bright Futures. JCTDA helped the Chamber fund the lights. Since the annual holiday parade was cancelled this year, this drive through was looked at as an alternative to the parade.

The Chamber's Christmas tree sale was a success and was sold out as of December 1.

The Chamber is planning for 2021 and is continuing with health messaging and their Grin and Bear it Campaign.

**Updates from Individual Board Members**

Craig Smith reports that Bear Lake is sponsoring a Polar Plunge in Bear Lake on January 1 at 1:00 PM to benefit Mainspring Conservation Trust.

Mr. Jumper reported that Cherokee Indian Hospital has received the Covid-19 vaccine and the staff is being inoculated. Everyone in Cherokee is pleased and excited over the vaccine.

Mr. Jumper wishes everyone a Merry Christmas Happy Hanukkah and Happy Kwanza. He looks forward to working with each of the Board members.

**Announcements**

None

**Adjourn**

**MOTION:** *Ann Self moved to adjourn. Motion carried.* The meeting was adjourned at 1:45 p.m.

**Next Meeting**

The Thursday, January 21, 2021 TDA Full Board Meeting will be at 1:00 pm via Zoom Conferencing.

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Megan Orr, Secretary  
Jackson County TDA Board

Approved: March 17, 2021