



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

**MINUTES**  
**Jackson County Tourism Development Authority**  
**Budget Public Hearing**  
**Board of Directors Meeting**  
**June 16, 2021 (Wednesday), 1:00 p.m.**  
**Zoom Teleconference**

**FY 21/22 Budget Public Hearing @12:55**

**Call to Order/Roll Call**

The meeting was called to order at 12:55 p.m. by Chair Robert Jumper.

- **Members in attendance:** Executive Director Nick Breedlove; Robert Jumper, Chair; Ann Self, Vice Chair; Megan Orr, Secretary; Board Members Dale Collins, Daniel Fletcher, Darlene Fox, Craig Smith, Scott Greene, Stephanie Edwards, Julie Spiro, and Jay Grissom.
- **Members absent:** Commissioner Mark Jones.
- **Others in attendance:** Cheryl Osborne, Minutes Clerk, John Kautz, Rawle Murdy; Deborah Stone & Melissa Webb, Pineapple Public Relations; Ann Bernard, Carter Long, Lou Hammond Group.

Public comments: None

Mr. Jumper called for a motion to adjourn the public hearing for the FY21-22 Budget.

**MOTION:** Ann Self moved to adjourn the public hearing. Dale Collins seconded. Motion carried.

**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, Darlene Fox, Craig Smith, Scott Greene, Stephanie Edwards, Julie Spiro, Daniel Fletcher, Craig Smith, and Jay Grissom
- **Members absent:** Mark Jones.
- **Others in attendance:** Cheryl Osborne, Minutes Clerk, John Kautz, Rawle Murdy; Deborah Stone & Melissa Webb, Pineapple Public Relations; Ann Bernard, Carter Long, Lou Hammond Group.

**Approve Amended Agenda**

The proposed Agenda amendment was sent by email prior to meeting.

**MOTION:** Dale Collins moved to approve the amended agenda. Ann Self seconded. Motion carried.

**Public Comment:** None

**Recognize Chair, Vice Chair, Secretary and County Commissioner**

Robert Jumper, Chair, had no comments.

Ann Self, Vice Chair, commented that the recently installed Story Walk at the Village Green is opening this coming weekend. There are many out of state visitors in Southern Jackson County, judging by the number of out of state license plates in Cashiers.

Megan Orr, Secretary, had no comments.

Mark Jones, County Commissioner, was absent.

**Review and Approval of May 19, 2021 Minutes**

Minutes of the May 19, 2021. Minutes of the May meeting sent via email prior to meeting. No comments were made.

**MOTION:** *Ann Self moved to approve the May 19, 2021 minutes. Scott Greene seconded. The motion carried.*

**Review and Approval of May 31, 2021 Financial Report**

Ms. Fox presented the financial reports. Highlights for May include Occupancy Tax collections of \$146,608 penalties of \$29.81, and YTD collection totals of \$1,603,200, which is 97.19% of the budget. Airbnb collections totaled \$39,171.62. The Home Away and VRBO total was \$24,725.10. 93 accounts reported rentals for April rentals (increase of 57 accounts from last year). Collections were up 824.89% (\$130,783.65) from the same period in 2020. The May 31, 2021 cash balance is \$1,083,804 with investments totaling \$400,000.00. May expenses were \$94,833 with YTD expenses totaling \$962,919 with encumbrances of \$8,014 for a combined total of \$970,933, equaling 56.56% of the budget.

**MOTION:** *Ann Self moved to approve the May financial report as presented. Dale Collins seconded. The motion carried.*

**Review and Approve Budget Amendment**

Mr. Breedlove explained that the budget was increased \$290,000 for October Room Occupancy Tax revenue and a refund from the State of North Carolina for \$244. The additional \$290,244 will go into contingency which will roll back into the general fund at the end of FY 21/22.

**MOTION:** *Ann Self moved the approve the budget amendment. Daniel Fletcher seconded. Motion carried.*

**Approve Budget FY 21/22**

Ms. Fox briefly summarized the FY 21/22 Budget. There was no discussion. The budget keeps the occupancy tax rate at 4-percent and totals \$1,754,372 as it appears below.

<u>SOURCES</u>	<u>AMOUNT</u>
Jackson TDA Room Tax Revenue	1,375,000.00
Jackson TDA Room Tax Penalty	5,000.00
Marketing and Advertising	10,000.00
Investment Earnings	1,000.00
Fund Balance	363,372.00
<b>TOTAL:</b>	<u><u>\$ 1,754,372.00</u></u>

**MOTION:** *Ann Self moved to approve the FY 21/22 Budget. Craig Smith seconded. The motion carried.*

Mr. Breedlove introduced the representatives from LHG who are attending the meeting. Ann Bernard, Carter Long and Kelsey Donnelly. Ms. Long expressed her excitement to be working with the TDA.

**Approve Resolutions for [401K](#) and [457](#) Plans**

The resolutions will allow TDA employees to participate in the State’s 401K and 457 Plans.

**MOTION:** *Ann Self moved to approve the resolutions for the 401K and 457 plans. Daniel Fletcher seconded. 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. He then only presented the highlights as follows:

- Highlighted Pineapple’s work over the past seven years. Occupancy rates have increased significantly (46% in 2015 to over 60% in 2021) due to the marketing and communications plans that Pineapple has put together over the years. Ms. Stone expressed her thanks for allowing Pineapple to work with the TDA.
- The latest data on Occupancy Rate in June is at 72% and the ADR (average daily rate) is at \$118.00. This puts Jackson County in a good position for tourism in the WNC area.
- The Castle Ladyhawke Wedding Contest has concluded with the announcement of the winner. A link to the announcement of the winning video is included in the director’s report.
- Mr. Breedlove will issue a press release announcing the new grant program.
- Mr. Breedlove and Mr. Jumper attended a Made in Mountains launch. The program will develop a brand for outdoor activities to quality of life to market the mountain region collectively.

- Mr. Sullivan is currently attending Southeast Tourism and Marketing College.

### **Marketing Report**

The marketing report was emailed with the meeting agenda. Mr. Kautz from Rawle Murdy shared some information as follows:

- Rawle Murdy has begun sharing information with the Lou Hammond Group and look forward to working with them on marketing and advertising.
- The Zartico data feeds will be fully functional by the middle of July. The data will help test and refine the marketing activities.

### **Directors' Reports**

#### **Jackson County Chamber Directors Report**

The report was emailed with the meeting agenda. Ms. Spiro presented highlights as follows:

- There will be a “Beach” themed concert at Bridge Park Saturday. The following Saturday, there will be an 80’s music concert. The regular concert series will start on July 2.
- There will be fireworks on July 4<sup>th</sup>.
- On July 17, the Dillsboro Arts and Crafts Festival will be held.
- The chamber has been busy working with visitors, filling mobile kiosks, and getting out Visitor’s Guides.

#### **Cashiers Area Chamber**

The report was emailed with the meeting agenda. Ms. Edwards presented some highlights below:

- Ms. Edwards is pleased that events are getting back to normal.
- There is an increase in inquiries about events in Cashiers in the summer.
- The new Visitor’s Guide has been out for about a month.
- The Village Crawl is kicking off in July.

Mr. Jumper commented how wonderful it is for the TDA, Rawle Murdy, and the Chambers work together proactively during the pandemic instead of working reactively to events.

#### **New Business**

None.

#### **Updates from Individual Board Members**

Craig Smith stated that Matt Stillwell, a Sylva native now living in Nashville, is writing a song about the Wedding Give Away couple, Jackson County and the region to be launched at the wedding. He also congratulated Scott Greene on High Hampton’s renovations. Mr. Breedlove stated that the TDA needs consensus from the Board to allocate \$1,200 to the wedding couple for incidental travel expenses since they are coming from Charlotte. There was no opposition so by consensus, it was approved.

**Announcements**

- There will not be a July meeting.

**Adjourn**

**MOTION:** Daniel Fletcher motioned to adjourn. Craig Smith seconded. Motion carried. The meeting was adjourned at 1:42 p.m.

**Next Meeting**

The next meeting of the full Board will be a hybrid meeting on Wednesday August 18, 2021 will be at 1:00 pm at The Village Greene in Cashiers and via Zoom Conferencing. (This date was changed to Aug. 19 at 1 p.m. via Zoom following the meeting due to COVID-19 concerns).

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Megan Orr, Secretary  
Jackson County TDA Board

Approved: August 19, 2021