



MINUTES

Jackson County Tourism Development Authority
Budget Public Hearing
Board of Directors Meeting
September 14, 2021 (Tuesday) @1:00 p.m.
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; Sales & Marketing Manager Caleb Sullivan; Robert Jumper, Chair; Ann Self, Vice Chair; Board Members Dale Collins, Daniel Fletcher, Craig Smith, Scott Greene, Daniel Fletcher, and Jay Grissom.
- **Members absent:** Megan Orr, Secretary; Mark Jones, Julie Spiro, Stephanie Edwards
- **Others in attendance:** Cheryl Osborne, Minutes Clerk; Tiffany Henry, Economic Development Director; Rachel Croyle, Rawle Murdy; Ann Bernard, Lou Hammond Group; Matt Braswell, Martin Starnes and Associates; Theresa Junaluska for Darlene Fox.

Approve Amended Agenda

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

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

Public Comment: None

Recognize Chair, Vice Chair, Secretary and County Commissioner

Robert Jumper, Chair, had no comments.

Ann Self acknowledged that she will be retiring from The Village Green at the end of the year. Her replacement will be announced in October.

Megan Orr was absent.

Mark Jones, County Commissioner, was absent.

Review and Approval of August 19, 2021 Minutes

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

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

Review and Approval of August 31, 2021 Financial Report

Mr. Breedlove presented the financial reports for Ms. Fox. Highlights for August include Occupancy Tax collections of \$401,844.34 penalties of \$570.57, and YTD collection totals of \$708,227.77, which is 51.51% of the budget. Airbnb collections totaled \$37,896.36. The Home Away and VRBO total was \$97,696.81 and the VACASA, NC total was \$12,938.61. 115 accounts reported rentals for July rentals (increase of 3 accounts from last year). Collections were up 72.33% (\$168,907.08) from the same period in 2020. The August 31, 2021 cash balance is \$1,509,861.51 with investments totaling \$400,000.00. August expenses were \$145,941.03 with FYTD expenses totaling \$320,294.11 with encumbrances of \$81,908.13 for a combined total of \$402,202.24, equaling 22.89% of the budget. A side note was made that over \$10 million in accommodation sales for July was a record amount.

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

Lease for Office Space/Budget Amendment/Signatory Authorization of Chair

1. Lease of office space

Mr. Breedlove explained that new office space has been located. The address is 98 Cope Creek Road Suite D, Sylva 28779. The office space has room for storage, offices and a large conference room that can be used for activities such as TDA board meetings, lunch and learn seminars and hosting hotel partners. The lease will be for five years and needs Board approval.

2. Budget Amendment

The expenditure for the first year will be \$46,703 to include rent, furniture, telephone, internet, insurance, and miscellaneous expenses. The cost expense will be covered in the budget by an increase in the Fund Balance.

3. Authorization for Chair to sign contracts and agreements associated with the move to the new office space.

The Board needs to approve Mr. Jumper's signatory authorization.

MOTION: *Craig Smith moved to approve the lease for office space. Ann Self seconded. Motion carried.*

MOTION: *Ann Self moved to approve the budget amendment. Craig Smith seconded. Motion carried.*

MOTION: *Ann Self moved to approve the signatory authorization for the Chair. Dale Collins seconded. Motion carried.*

Review and Approve Grant Request for ULI Cashiers Study

The background and information can be found in the Staff Report, which was emailed with the agenda for this meeting. Mr. Breedlove further explained the Urban Land Institute will study the development and growth needs in the Cashiers area. This study is spearheaded by the Cashiers Area Chamber of Commerce and will be funded by grants and donations. The request is for \$35,000 to go toward the total cost of \$135,000. The Chamber of Commerce is currently raising the funds for the study

MOTION: *Dale Collins moved the approve the grant request for ULI Cashiers Study. Scott Greene seconded. Jay Grissom opposed. Motion carried 7-1.*

Approve Visit NC Farms App Contract

Mr. Breedlove explained that Jackson County is partnering with the VisitNC Farms program to promote local food offerings. Buncombe County is carrying most of the expenditure for the region and other counties can partner at a rate of \$1,500 per year. A contract is needed to begin the process.

MOTION: *Ann Self moved to approve the Visit NC Farms App Contract. Craig Smith seconded. Motion carried.*

Audit Presentation

Matt Braswell from Martin-Starnes & Associates CPAs, PA explained the highlights of the JCTDA audit report which will be submitted later. The Board has no action at this time and will approve the audit report after the report is formally submitted. Highlights of the audit include the following:

- There were no significant deficiencies or material internal control weaknesses identified.
- Cooperative staff
- Unmodified opinion which means financial are correct and in accordance with GAP.
- The General Fund summary shows that revenues have significantly increased in 2021 over 2020 (over \$1 million).
- Expenditures increased only slightly and reflect a percentage of available fund balance to expenditures of 148%. The percentage in 2020 was 50.6%.

JCTDA Staff Report/Marketing Report/PR Report

Executive Director: Mr. Breedlove provided the board with a report via email with the agenda for this meeting. To save time during the meeting, Mr. Breedlove did not present highlights.

Marketing Report

The marketing report was emailed with the meeting agenda.

Jackson County Chamber Directors Report

Ms. Spiro was absent. Mr. Breedlove commented that the Hook, Line and Drinker Festival was a success, even with COVID precautions. New businesses (35) have been started and the economy of Jackson County is doing very well.

Cashiers Area Chamber

Ms. Edwards was absent because she was attending a County Commission meeting on the ULI. Mr. Breedlove thanked Ms. Self for her efforts to increase visibility and tourism in the Cashiers area and he mentioned that the Chamber efforts lately have focused on the ULI.

New Business

None.

Updates from Individual Board Members

Mr. Breedlove commented that the Lou Hammond Group has worked diligently for the JCTDA.

Announcements

There will not be a meeting in October.

Adjourn

MOTION: *Scott Greene motioned to adjourn. Ann Self seconded. Motion carried.*

The meeting was adjourned at 1:42 p.m.

Next Meeting

The next meeting will be held on November 17, 2021 via Zoom/Hybrid In-Person Conferencing.

Megan Orr, Secretary
Jackson County TDA Board

Approved: November 17, 2021