



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

MINUTES

Jackson County Tourism Development Authority
Board of Directors Meeting
June 15, 2022 (Wednesday) @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; Robert Jumper, Chair; Daniel Fletcher, Vice Chair; Megan Orr, Secretary; Board Members Craig Smith, Scott Greene, Ashlie Mitchell-Lanning, Julie Spiro, Darlene Fox, Jay Grissom, Mark Jones, and Dale Collins
- **Members absent:** Stephanie Edwards
- **Others in attendance:** Caleb Sullivan, Sales and Marketing Manager JCTDA; Cheryl Osborne, Minutes Clerk, Ann Bernard and Carter Long, Lou Hammond Group; Rachel Covey, Rawle Murdy; Tiffany Henry, Jackson County Economic Development

Approve Agenda

The proposed Agenda was sent by email prior to meeting.

MOTION: Craig Smith moved to approve the agenda. Megan Orr seconded. Motion carried.

Public Comment: None

Recognize Chair, Vice Chair, Secretary and County Commissioner

Robert Jumper, Chair, had no comments.

Daniel Fletcher, Vice Chair, had no comments.

Megan Orr, Secretary, had nothing new to report.

Mark Jones, County Commissioner, stated that the new swimming pool budget problems have been resolved and that construction should be complete in 1-1/2 years.

Review and Approval of May 25, 2022 Minutes

Minutes of the meeting sent via email prior to meeting. No comments were made.

MOTION: Scott Greene moved to approve the May 25, 2022 minutes. Dale Collins seconded. The motion carried.

Review and Approval of May 31, 2022 Financial Report

Ms. Fox presented the financial report as follows. Highlights for May include Occupancy Tax collections of \$175,019.46 penalties of \$178.68, and YTD collection totals of \$2,115,209.95, which is 96.15% of the budget. Airbnb collections totaled \$41,786.67. The Home Away and VRBO total was \$30,166.69 and the VACASA, NC total was \$6,719.34. 73 accounts reported rentals for April rentals (decrease of 20 accounts from last year). Collections were up 19.48% from the same period in 2021. The May 31, 2022 cash balance is \$322,562.96 with investments totaling \$2,000,000.00. May expenses were \$221,237.03 with FYTD expenses totaling \$1,627,817.86 with encumbrances of \$24,897.48 for a combined total of \$1,652,715.34, equaling 62.86% of the budget.

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

Review and Approve Revised Zartico Contract

The Zartico contract, which was passed by the Board in May, contained the wrong effective date. The contract was revised with the correct date, and the Board is required to pass the contract again.

MOTION: *Megan Orr motioned to approve the revised Zartico contract. Craig Smith seconded. Motion carried.*

Approve Budget Ordinance for Fiscal Year 2023

Ms. Fox presented the details of the budget ordinance, which officially adopts the budget. The total amount of the budget is \$2,655,098. After the board approves the budget, it goes to the County Commission for final approval.

MOTION: *Craig Smith motioned to approve the budget ordinance for FY 2022/2023. Dale Collins seconded. Motion carried.*

Grant Request – WNC Farm to Table

Mr. Breedlove presented the details of a grant request received from WNC Farm to Table. The total amount of the request is \$4,000 for funds to support vacation supported agriculture program. When someone books a trip to Jackson County at Landmark Vacation Rentals, Bear Lake Reserve and Sundog Realty, they are given the option to have fresh produce bags delivered to them upon arrival. The grant is requesting the funds to hire someone part-time to deliver the bags. The program has been very popular in the coastal counties; however, in Jackson County, no one has taken advantage of receiving the bags. Mr. Breedlove does not recommend approving the request since there is no demand at this time; however, he does recommend that the request be tabled until a future date when there is a demand for the service. Mr. Jumper agreed to table the request until there is future demand.

JCTDA Staff Report

The report was emailed with the agenda for this meeting. Mr. Breedlove had some updates based on information received after the report was written as follows:

- STR trends for the current week for visitors are down to 64.8% from 72% the prior year; however, Mr. Breedlove emphasized that the trends cannot continue to be record highs each year. Gas prices and inflation are currently impacting travel in all counties in WNC.
- Mr. Breedlove presented a report from Zartico, which shows the actual information that the TDA receives. The report centers on the WCU Homecoming game and weekend and Greening Up The Mountains to see what impact events have on the tourism economy. Zartico has been asked to do three reports (1) WCU Homecoming Game (2) Cashiers Leaf Festival and (3) Greening Up The Mountains Festival. The reports show that the events are having a positive impact on the Jackson County economy.

Jackson County Chamber Directors Report

The report for May was emailed as an attachment to the agenda. Ms. Spiro updated the report as follows:

- The fireworks show will be held on July 4.
- New T-shirts have arrived at the Chamber.
- New stickers are available at the Chamber, and they have proved very popular.
- Visitors are asking the Chamber for low-cost, free things to do in Jackson County. Luckily, JC is blessed with outdoor adventures.

Cashiers Area Chamber Director Report

Ms. Edwards was absent; however, she emailed the following report:

Our efforts have been focused on mass distribution of the Cashiers Area Visitor, Play On and Shopping & Dining Guides to all recently cleaned kiosks across South Jackson County. And we are preparing for the capital improvements to the office which start on June 22. Traffic is high and general observations are that second-homeowners and longer-stay visitors have arrived. The Cashiers Area Community Planning Council will take up the ULI recommendations at their 6/20 meeting. Will keep you and the board updated.

Ann Bernard and Carter Long updated the Board on LHG's recent activities and Rachel Covey from BGRM explained that they are working on ad placements.

Updates from Individual Board Members

Craig Smith stated that Chef Santiago from Ilda was on Beat Bobby Flay, a cooking show on Food Network. He went on to say that since staff housing is such an important issue in Jackson County, the new partners at Bear Lake Reserve are very interested in investing in housing.

Scott Greene announced that he is leaving the employ of High Hampton to pursue some other business opportunities and thanked the Board for their support.

Mr. Breedlove announced that the TDA will begin advertising the new social media position on July 1.

Announcements

There will not be a meeting in July.

Adjourn

The meeting was adjourned at 1:41 p.m. by Mr. Jumper.

Next Meeting

The next meeting will be held August 18, 2022 via Zoom Conferencing unless otherwise posted.

Megan Orr, Secretary
Jackson County TDA Board

Approved: August 18, 2022