



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

To: TDA Board  
From: Nick Breedlove, TDA Executive Director  
Date: May 12, 2023  
Subject: Monthly Director's Brief

Dear Board Members,

1. I would like to stress the importance of your presence at our Full Board Meetings scheduled for May 17 and June 14. The purpose of these meetings is to pass our annual contracts and to finalize our budget, respectively. We value your inputs and decisions; hence we request your in-person attendance at the JCTDA office in Sylva.
2. For your perusal, we've attached a 21-page Draft budget binder to the agenda packet. We plan to present this budget to the full board during our next meeting for thorough review, with the intention of it being adopted as a budget ordinance in June. Please feel free to reach out to me if you need any clarification or further details on any of the components.
3. Please note that all contracts linked with the agenda bear a resemblance to those approved last year, with a significant exception being the contracted amounts for the Chambers of Commerce to operate our Visitor Centers. We discussed these changes in detail during our April meeting.
4. We are in the process of finalizing a contract for Search Engine Marketing services, which is currently under attorney review. Should the contract be ready by next week's meeting, we will make necessary adjustments to the agenda to include it in our roster of contracts for review.
5. I am actively collaborating with both the Town of Dillsboro and the Town of Sylva to aid them in finalizing their Tourism Capital Project Fund requests, due to the JCTDA by June 1.
6. As part of our community engagement, I am providing resources and working closely with Western Carolina University's Advancement Office in planning a large-scale event expected to draw around 400 attendees next spring. Once the event dates are confirmed, I will liaise with local hotels to coordinate mid-week room blocks.
7. I am pleased to inform you that I have earned my Certificate in Advanced Hotel Industry Analytics from Smith Travel Research this month.
8. Later this month, I will be engaged in a collaborative effort to update the tourism-related goals and objectives of the Jackson County Comprehensive Plan, working alongside other county entities.

Thank you for your attention and dedication. I look forward to seeing you at our upcoming meetings.