



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

MEETING MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

December 15, 2022 (Wednesday) @1:00 p.m.

In Person Meeting

Call to Order/Roll Call

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

- **Members in attendance:** Executive Director Nick Breedlove; Daniel Fletcher, Chair; Megan Orr, Vice Chair; Ashlie Mitchell, Secretary; Board Members Craig Smith, Dale Collins, Stephanie Edwards, Robert Jumper, and Darlene Fox
- **Members absent:** Julie Spiro, Mark Jones
- **Others in attendance:** Cheryl Osborne, Minutes Clerk, Ann Bernard and Carter Long, Lou Hammond Group; Rachel Covey, BGRM; and Tiffany Collins, JCTDA staff member.

Approve Amended Agenda

The proposed amended Agenda was sent and explained by Mr. Breedlove.

MOTION: Robert Jumper moved to approve the amended agenda. Craig Smith seconded. Motion carried.

Public Comment: None

Elect Vice Chair, Secretary

Mr. Breedlove explained that after internal discussions two people volunteered for the positions of Vice Chair and Secretary. Megan Orr accepted the Vice Chair position and Ashlie Mitchell accepted the Secretary position.

Motion: Craig Smith motioned to accept Megan Orr as Vice Chair and Ashlie Mitchell as Secretary. Robert Jumper seconded. Motion carried.

Recognize Chair, Vice Chair, Secretary and County Commissioner

Daniel Fletcher, Chair, expressed that he is happy that this is his first meeting as Chair. He stated that 2022 was a great year and he expects 2023 to be even better.

Megan Orr, Vice Chair, stated that she is looking forward to 2023.

Ashlie Mitchell, Secretary, is pleased with the make-up of the Board and she knows that the Officers are capable, and she looks forward to 2023.

Mark Jones, County Commissioner, was absent.

Review and Approval of November 18, 2022 Regular Meeting Minutes

Minutes of the meeting were distributed with the agenda packet. No comments were made.

MOTION: *Craig Smith moved to approve meeting minutes. Ashley Mitchell seconded. The motion carried.*

Review and Approval of November 30, 2022

Ms. Fox presented the financial report as follows. Highlights for November include Occupancy Tax collections of \$307,265.38 with penalties of \$12.99 and YTD collection totals of \$1,254,477.64 which is 60.90% of the budget. Airbnb collections totaled \$43,190.61. The Home Away and VRBO total was \$44,488.06 and the VACASA, NC total was \$11,945.27. 95 accounts reported rentals for October rentals (decrease of 2 accounts from last year). Collections were up 7.96% from the same period in 2021. The November 30, 2022 cash balance is \$206,110.91 with investments totaling \$3,000,000. November expenses were \$179,490.28 with FYTD expenses totaling \$809,949.90 with encumbrances of \$72,220.24 for a combined total of \$882,170.14, equaling 32.96% of the budget.

MOTION: *Dale Collins moved to approve the November financial report as presented. Robert Jumper seconded. The motion carried.*

Amendment to LHG Contract

Mr. Breedlove explained that the Lou Hammond Group contract is being revised to cover Mr. Sullivan's duties of creating a monthly blog for the next six months until a new employee is in place. This change does not affect the budget since there is \$30,000 in the LHG contract for special projects. The cost of the effort is \$1,000/month.

MOTION: *Craig Smith motioned to amend the LHG contract. Ashlie Mitchell seconded. Motion carried.*

Nomination for Vacant Board of Directors Seat

Mandy Cantrell, who has passed the background check and is interested in the seat, works for Landmark Vacation Rentals in South Jackson. Mr. Breedlove would like to propose Ms. Cantrell to the county commissioners. There was no discussion from the Board; therefore, Mr. Breedlove will prepare a letter to the commission proposing Ms. Cantrell.

Mr. Breedlove explained that there has been some difficulty locating a person for the vacant board seat in North Jackson due to ownership changes. Mr. Breedlove expects that the seats will be vacant into 2023. Extensive discussion about the type of establishment qualifies individuals to sit on the board followed.

Annual Report by JCTDA Director JCTDA Director's Report/Staff Report

Mr. Breedlove sent the Annual Report by email. Highlights are as follows:

- Interviewing for Mr. Sullivan's position. Interviews will begin in January, with on-boarding in February.
- Zartico statistics show that Atlanta is the #1 origin market for tourism in Jackson County, followed by Greenville/Spartanburg/Asheville and Charlotte.
- Hotel occupancy is at 58.8%, with hotel revenue at \$14.6 million year to date.
- Mr. Breedlove has been working on the Tourism Capital Fund. The original timeline for applications has been extended to April 2023 due to the new incoming members of the County Commission. Ms. Mitchell stated that in her experience with non-profit funding, June 1 would be a more realistic date for applications deadline. The Board agreed that the later date would be in effect.

Jackson County Chamber of Commerce Director Report

Ms. Spiro was absent due to illness. Mr. Breedlove presented the Chamber report sent by Ms. Spiro. Highlights are the Christmas tree lighting, the Christmas Parade, Holiday Fireworks in downtown Sylva and luminaries in Dillsboro.

Cashiers Area Chamber Director Report

Ms. Edwards expressed her appreciation for The Village Green and the increased holiday activities in the Cashiers area, especially the program Village Lights, which has proved to be a success. The Christmas Parade was held on December 3. The 'Choose and cut' your own Christmas tree business in the Cashiers area was down due to lack of inventory. Ms. Edwards noted that the new County Commissioner Chairman, Mark Letson, head is from Cashiers and has already begun to actively improve physical aspects of the area, such as obtaining grants for sidewalks in Cashiers.

New Business

Mr. Breedlove presented the 2023 Board meeting date schedule. He encouraged everyone to try to attend each meeting since the Board is three members short. He reminded everyone to give at least 24-hour notice if they could not attend a meeting. The meetings in 2023 will be in-person rather than Zoom. Mr. Breedlove proposed that at least two meetings—March and September-- be held in Cashiers. Ms. Mitchell confirmed that the facilities at The Village Green are available and that she will reserve the dates.

Updates from Individual Board Members

Ms. Mitchell announced that Gobble on the Green had more than 1,200 people registered, which was very exciting for The Village Green. The Christmas tree lighting was very crowded, and 420 children visited Santa. Thanksgiving weekend festivities were well attended.

Announcements

Rachel Covey, BGRM, announced that BGRM has begun working on the JCTDA social media activities as discussed at the November meeting.

Carter Long, LHG, updated the Board on their activities in the past month.

Adjourn

MOTION: *Craig Smith motioned to adjourn. Ashlie Mitchell seconded. Motion carried.*

The meeting was adjourned at 1:55 p.m. by Mr. Fletcher.

Next Meeting

The next meeting will be held January 18, 2022 in person at JCTDA headquarters unless otherwise posted.

A handwritten signature in black ink, appearing to read 'Ashlie Mitchell', written over a horizontal line.

Ashlie Mitchell, Secretary
Jackson County TDA Board
Approved January 18, 2023