



MEETING MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

April 19, 2023 (Wednesday) @1:00 p.m.

In Person Meeting – 98 Cope Creek Rd., Suite D
Sylva, NC 28779

Call to Order/Roll Call

The meeting was called to order at 1:00 p.m. by Mr. Fletcher.

- **Members in attendance:** Executive Director Nick Breedlove; Daniel Fletcher, Chair; Robert Jumper, Vice Chair; Board Members Craig Smith, Darlene Fox, Dale Collins, Mandi Cantrell, Megan Orr, Vice Chair; Ashlie Mitchell, Secretary
- **Members absent:** Julie Spiro, Mark Jones, and Stephanie Edwards
- **Others in attendance:** Cheryl Osborne, Minutes Clerk, Carter Long & Anne Bernard, Lou Hammond Group, Kara Addy, TDA Social Media Manager

Approve Agenda

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

Public Comment: None

Recognize Chair, Vice Chair, Secretary and County Commissioner

No comments were made.

Review and Approval of March 15, 2023 Meeting Minutes

Minutes of meeting is available on the JCTDA website. They were also attached to the agenda for this meeting. No comments were made.

MOTION: Craig Smith moved to approve meeting minutes. Robert Jumper seconded. The motion carried.

Review and Approval of March 31, 2023 Financial Report

Ms. Fox presented the financial report as follows. Highlights for March include Occupancy Tax collections of \$102,025.66 with penalties of \$116.54 and YTD collection totals of \$1,809,130.61 which is 87.82% of the budget. Airbnb collections totaled \$40,049.84. The Home Away and VRBO total was \$7,950.66 and the VACASA, NC total was \$2,895.69. 68 accounts reported rentals for February rentals

(decrease of 2 accounts last). Collections were down 15.23% from the same period in 2022. The March 31, 2023 cash balance is \$329,415.10 with investments totaling \$3,000,000.00. March expenses were \$176,149.22 with FYTD expenses totaling \$1,288,111.31 with encumbrances of \$36,257.74 for a combined total of \$1,324,369.05, equaling 49.49% of the budget.

MOTION: *Ashlie Mitchell moved to approve the March financial report as presented. Dale Collins seconded. The motion carried.*

Review Tembo Hospitality Group Contract

Mr. Breedlove explained that the JCTDA decided not to hire anyone for the position of Social Media Specialist position due to the time and expense of on boarding a new employee since the TDA has had two employees in that role in two years. The Tembo Hospitality Group is a local hospitality management company that is familiar with Jackson County and has made impressive videos of the area.

The contract is for \$57,466, prorated for this fiscal year through the next fiscal year. They will produce six to eight videos of Jackson County per month. The TDA approached Tembo and asked if they would be willing to partner with them. Craig Smith had to recuse himself from voting because he has a direct relationship with Tembo. The contract has been reviewed by the county attorney, pre audited by Finance and the Executive Committee.

MOTION: *Megan Orr moved to approve the Tembo Hospitality Group contract. Ashlie Mitchell seconded. Motion carried.*

Review Grant Requests – Pinnacle Park Foundation

Mr. Breedlove explained the background of Pinnacle Park Foundation's grant request for a replacement trail counter (at a cost of \$630) which was granted upon recommendation of the Executive Committee.

JCTDA Director's Brief

Mr. Breedlove sent Director's Brief by email with the meeting agenda. Highlights are as follows:

- There has been a slight softening in hotel demand; however, the demand is trending more like the year 2019. Mr. Breedlove is preparing the budget conservatively for the coming year with this fact in mind.
- Mr. Breedlove is working on adjusting the Chamber's contractual rates to reflect inflation.
- Pinnacle Park Foundation master plan has started with the TDA's grant and now the Foundation has an additional \$50,000 from the town. They are awaiting additional funds from the County.
- An RFP has been issued for SEM services with responses due in May.
- The May meeting is scheduled for two hours to approve all TDA contracts. All board members should be in attendance to vote.

Jackson County Chamber of Commerce Director Report – March

The report was sent with the agenda of this meeting. Ms. Spiro submitted the report to Mr. Breedlove, who gave highlights of the report.

- Friends Night Out was a success with 23 businesses reporting purchases.
- The Chamber is actively promoting the 25th annual Greening Up the Mountains in Sylva to be held on Apr 22.

Cashiers Area Chamber Director Report

Ms. Edwards was absent and did not send a report.

New Business

None

Updates from Individual Board Members

Robert Jumper stated that there had been changes in tribal executives under Chief Sneed. Water and sewer projects are underway on Oconee Road, backing up traffic to US 441.

Ashlie Mitchell announced that the Cashiers Farmers Market starts today at The Village Green. The summer concert series begins in May at The Village Green.

Anne Bernard, LHG, presented updates on their activities for the past month.

Announcements

Mr. Breedlove reminded everyone to attend the May meeting.

Adjourn

***MOTION:** Robert Jumper motioned to adjourn. Ashlie Mitchell seconded. Motion carried.*

The meeting was adjourned at 1:27 P.M by Mr. Fletcher.

Next Meeting

The next meeting will be held May 17, 2023 in person at JCTDA headquarters unless otherwise posted.



Ashlie Mitchell, Secretary
Jackson County TDA Board
Approved: May 17, 2023