



MEETING MINUTES

Jackson County Tourism Development Authority
Board of Directors Meeting
February 19, 2025 (Wednesday) @1:00 p.m.
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. Jumper.

Members in attendance: Executive Director Nick Breedlove; Robert Jumper, Chair; Megan Orr, Vice Chair; Craig Smith; Peter Evers; Julie Spiro; Mandi Cantrell; Susan Gregory; Trevor Brown; and Darlene Fox

Members absent: Jenny Lynn Hooper and Daniel Fletcher

Others in attendance: Kara Addy, JCTDA Social Media Manager; Cheryl Osborne, Minutes Clerk; Ashley Svarney, LHG.

Approve Agenda

MOTION: Megan Orr moved to approve the agenda. Peter Evers seconded. Motion carried.

Public Comment

None

Recognize County Commissioner

Ms. Hooper was absent.

Nominate New Secretary

Due to Ms. Mitchell's relocation and seat vacancy, a new secretary must be nominated and approved. Craig Smith has volunteered to serve as secretary.

MOTION: Trevor Brown moved to approve Craig Smith as Secretary. Peter Evers seconded. Motion carried.

Review and Approval of a January 15, 2025 Meeting Minutes

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

MOTION: *Megan Orr moved to approve the January 15, 2025 meeting minutes. Trevor Brown seconded. The motion carried.*

Review and Approval of January 31, 2025 Financial Report

Ms. Fox presented the financial report as follows. Highlights for January include Occupancy Tax collections \$148,213.1 with penalties of \$132.19 and YTD collection totals of \$ 1,392,530.11 which is 55.70% of the budget. Airbnb collections totaled \$ 37,468.1. The Home Away and VRBO total was \$24,004.61. and the VACASA, NC total was \$ 5,543.67. 87 accounts reported rentals for December rentals (increase of 8 accounts from last year). Collections were up 4.81 % from the same period in 2024. The January 2025 cash balance is \$182,423.63 with investments totaling \$3,150,000.00. January expenses were \$149,464.24 with FYTD expenses totaling \$2,080,439.44 with encumbrances of \$595.00 for a combined total of \$2,081,349.44, equaling 64.25% of the budget.

Mr. Breedlove noted that there is an increase in revenue and occupancy over last year due to workers here installing broadband. Last year's occupancy rate was around 34% while this January occupancy rate was at 45%.

MOTION: *Trevor Brown moved to approve the January 31, 2025 financial report. Peter Evers seconded. The motion carried.*

Grant Request – Greening Up the Mountains

Greening Up the Mountains is requesting \$2,500 to provide general festival support. This is a standard request for funds for the annual nonprofit festival which draws crowds of an average of 7,000 to 10,000 people.

MOTION: *Megan Orr motioned to approve the grant request from Greening Up the Mountains. Trevor Brown seconded. Motion carried.*

New Business

None

JCTDA Director's Brief/Social Media Report

The JCTDA Director's Brief with updates on industry metrics and lodging performance was attached to the agenda. Mr. Breedlove presented the Director's Brief, highlighting the following:

- The new website remains on schedule for its July 1 launch. We recently completed the CRM component, which includes updated listings for restaurants, accommodations, and attractions. All data has been imported, updated, and finalized.
- All files for the Visitor Guide—including updated imagery, event details, and the cover—have been submitted to the publisher. The next step involves layout design for internal spreads and advertisements. We expect to receive a proof soon.
- This week, the Executive Committee met with the two finalists for JCTDA’s new advertising agency. Both presentations were well received. The committee will reconvene in March to finalize recommendations before presenting the selection to the full board for finalization in April.
- Although the funding for Bear Shadow was previously approved, the festival has since decided not to proceed with its 2025 event. As a result, no grant funding will be issued.
- With Secretary Ashlie Mitchell’s term expiring in December 2024, we initially planned to recommend her for reappointment. However, due to her relocation outside Jackson County, she is no longer eligible to serve under our governing legislation. We deeply appreciate Ms. Mitchell’s dedicated service and leadership on the board.
- Ms. Mitchell’s departure creates another vacancy. As her seat is appointed by the Cashiers Area Chamber of Commerce, we will await their recommendations before submitting our final nominee to County Commissioners.
- Mr. Breedlove noted that Dale Collins of Tuckaseegee Fly Shop has been approved by the JC County Commissioners as a board member.
- The new advertising brand “More Peak Moments” is ready for launch in March with the new logo and taglines.

Social Media Report

Ms. Addy presented the report. New content strategies on Facebook are being implemented. JCTDA has become Meta verified which will give us some advantages. Since TikTok’s return, our content has shown to be popular—especially the Outhouse Races and a video of Spring. New videos are coming soon.

Jackson County Chamber Director’s Report

Ms. Spiro presented the report. Highlights are as follow:

- The Eating Out Dining Guide is here.
- Friends Night Out is coming March 27.
- Foragers Canteen is opening the Sylva location in March.

Cashiers Area Chamber Director’s Report

Ms. Gregory presented the report.

- The new website is live, and the Chamber is now integrating the Cashiers 411 online community calendar. The job posting and volunteer opportunities are online.
- The Visitor’s Guide is in production and is scheduled to be released in April.
- The Leadership Cashiers Advisory Council is reviewing applications for the 2025 class.

Partner Updates – BGRM/LHG

Ashley Svarney explained the activities of LHG during the past month. Articles have been published in several national and regional magazines, highlighting Secret Season in Jackson County. Future campaigns will highlight multi-generational travel and outdoor activities in Jackson County.

Updates from Individual Board Members/Announcements

Trevor Brown announced that the Jackson County Bike Rodeo will be held on Sunday, May 4. Last year there were 250 participants, and 22 bikes were given away.


Adjourn

MOTION: *Trevor Brown motioned to adjourn. Peter Evers seconded. Motion carried.*

The meeting was adjourned at 1:35 PM.

Next Meeting

The next meeting will be held on March 19, 2025 in person at JCTDA headquarters unless otherwise posted.



Craig Smith, Secretary
Jackson County TDA Board
Approved: March 19, 2025