

**Jackson County Tourism Development Authority
Board of Directors Meeting
April 15, 2015**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Cherie Bowers, Kelly Custer, Stephanie Edwards, Ken Fernandez, Darlene Fox, Vicki Greene, Jim Hartbarger, Henry Hoche, Sarah Jennings, Robert Jumper, Mary Lanning, Clifford Meads, Julie Spiro, Ken Taft, Merrily Teasley

Excused Absence: Ashley Iglesias, Joey Laughridge, Vick Patel

Vice Chairman Mary Lanning opened the meeting at 1:04 pm with introductions. A motion was made by Jim Hartbarger to approve the monthly minutes, seconded by Ken Fernandez. The motion passed unanimously.

Darlene Fox then presented the financial statements, stating that the totals are up 26% for the fiscal year to date revenues collected, and discussion followed. A motion was made to approve financials by Alex Bell, seconded by Clifford Meads. The motion passed unanimously.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics. She listed the highlights of this year's Tour de Cashiers, mentioned the Shadow of the Bear coverage by weather.com, and stated that the new banner frame was now in operation at the Cashiers crossroads.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center Projects including presenting copies of the monthly analytics. She mentioned a 23% increase of walk in traffic, an increase in Fly Fishing Trail maps mailed (3,500 in March alone), new Dining and Visitor Guides, and stated that the Banana Dash was a huge success.

Clifford Meads, Marketing Committee, then stated that great footage of the county was captured by Anglers and Appetites for future use and that the process for merchandise distribution needs to be discussed soon.

Under Action Items, Jumper stated that the Board will be reviewing and voting on all Grants requested. Each item, presented by Chamber Directors, will need a motion, a second and a vote. All items have met the request requirements. Jumper stated that the Board is stepping out of the guidelines by approving to fund grants requested out of the current budget. Discussion followed regarding future application dates.

Stephanie Edwards presented southern Jackson County requests. The 3rd Annual GCAMA Blues Brews & BBQ requested \$1200. A motion was made by Merrily Teasley, seconded by Alex Bell. The motion passed unanimously. The 7th Annual GCAMA Cashiers Leaf Festival requested \$1200. A motion was made by Clifford Meads, seconded Mary Lanning. The motion passed

unanimously. Annual GCAMA Groovin' on the Green Concert Series requested \$1200. A motion was made by Ken Taft, seconded by Sarah Jennings. The motion passed unanimously. Sapphire Valley Master Association Summer Fun requested \$1200. A motion was made by Alex Bell, seconded by Mary Lanning. The motion passed unanimously. Sapphire Wildlife Days requested \$1200. A motion was made by Mary Lanning, seconded by Ken Fernandez. The motion passed unanimously. The Village Green Plein Air Festival requested \$1200. A motion was made by Merrily Teasley, seconded by Ken Taft. Clifford Meads opposed. The motion passed.

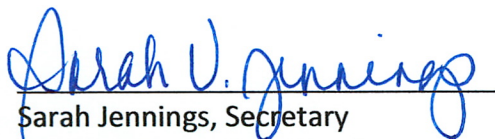
Julie Spiro presented northern Jackson County requests. Colorfest in Dillsboro requested \$1200. A motion was made by Alex Bell, seconded by Kelly Custer. The motion passed unanimously. 2015 Luminary requested \$1200. A motion was made by Merrily Teasley, seconded by Kelly Custer. The motion passed unanimously. Front Street Arts & Craft Show requested \$1200. A motion was made by Jim Hartbarger, seconded by Ken Taft. The motion passed unanimously. Tuckasegee Clean Up requested \$1200. A motion was made by Merrily Teasley, seconded by Mary Lanning. The motion passed unanimously. Greening up the Mountains requested \$1200. A motion was made by Alex Bell, seconded by Ken Fernandez. The motion passed unanimously. WNC Pottery Festival requested \$1200. A motion was made by Mary Lanning, seconded by Merrily Teasley. The motion passed unanimously. Webster Historic Tour requested \$1200. A motion was made by Jim Hartbarger, seconded by Ken Taft. The motion passed unanimously.

Jumper then stated that Darlene is working on the proposal for a contract person for a period of one year for the upcoming position of Executive Director. The Board will review the document upon completion.

Jumper then opened the floor nominations for Secretary after stating that Vick Patel had respectfully declined. Mary Lanning nominated Sarah Jennings. Sarah agreed to serve as Secretary. The motion passed unanimously.

A motion was made by Merrily Teasley, seconded by Mary Lanning, to adjourn the meeting. The motion passed unanimously.

The next meeting of the Jackson County Tourism Development Authority will be held on May 20th at 1:00 pm at the NCCAT, Cullowhee.


Sarah Jennings, Secretary
Jackson County TDA Board

Approved: