



MEETING MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

April 15, 2026 (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. Collins.

Present:

Dale Collins, Chair	Executive Director Nick Breedlove
Darlene Fox, Ex-Officio Board Member	Craig Smith, Board Member (Via Zoom)
Todd Vinyard, Ex-Officio Board Member (Excused Absence)	
Peter Evers, Board Member (Via Zoom)	Jack Austin, Board Member (Via Zoom)
Jenny Lynn Hooper, Ex-Officio Board Member	Trevor Brown, Board Member
Susan Sapienza, Ex-Officio Board Member (Excused Absence))	
John Faulk, Board Member	Brett Stewart, Board Member (Via Zoom)
Jason Kimenker, Board Member	Cheryl Osborne, Clerk to the Board
Alexandra Noto, Madden Media (Via Zoom)	Ashley Svarney, LHG (Via Zoom)
Samatha Nelson, TDA Social Media Manager	Mandi Cantrell, Board Member (Via Zoom)

Approve Agenda

Motion: Trevor Brown moved to approve the agenda. Craig Smith seconded. Motion carried.

Public Comment

None

Recognize Secretary, Comments from the Chair

Mr. Smith and Mr. Collins had no comments.

County Commissioner Updates

Ms. Hooper was asked about the Whittier Events Project progress. A discussion ensued with Ms. Fox explained that the venue will be ready for the first event scheduled in May.

Review and Approval of March 18, 2026 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: Trevor Brown motioned to approve the March 15, 2026 meeting minutes. John Faulk seconded. The motion carried.

Review and Approval of March 31, 2026 Financial Report

Ms. Fox presented the financial reports highlighting March collections. Collections were up 75.06% from the same period in 2025. The tax rate increased from 4% to 6%, effective July 1, accounting for the large increase.

MOTION: John Faulk moved to approve the March 31, 2026 financial report. Trevor Brown seconded. Motion carried.

Audit Contract

Ms. Fox explained that the contract with Martin Starnes & Associates CPAs, PA, is for the new fiscal year in the amount of \$10,500. Mr. Breedlove added that the audit contract is required by a governmental agency by law and that the cost is on par with a slight yearly increase. Mr. Breedlove noted that Board members will receive a questionnaire from the auditors in a month or two. Please answer the questions to the best of your ability.

MOTION: Jason Kimenker motioned to approve the audit contract. Trevor Brown seconded. Motion carried.

JCTDA Director's Brief/Social Media Report

The JCTDA Director's Brief with updates on industry metrics and lodging performance for March was attached to the agenda. Mr. Breedlove noted that the draft budget is being prepared and will be available for review at the May meeting.

Mr. Breedlove noted that the board meeting in May was scheduled for May 20th starting at 12:30 with lunch, catered by Tembo, and a 2-hour meeting to review the draft budget and marketing plans.

Mr. Breedlove updated the status of the JCTDA capital project for the Village Green restrooms. The contractor was not aware during the bidding process that city sewer and water were not available at the building site. A septic system is needed; however, the building site is a wetland. They should have the additional price, if any, in about a month after conducting a study of the problem. There may be a request for more funding. The TDA has funds available and, with the county, could fund a portion of the change order.

Mr. Breedlove showed metrics from Airbnb for Jackson County that show average per night price of an Airbnb (\$320), most popular restaurants, travel insights (63% have traveled less than 300 miles), and traveler cities of origin (#1 Charlotte).

Social Media Report

Ms. Nelson reported on the improved metrics in March in various social media platforms, highlighting successful content and upcoming features. Special note that Facebook now has 490,000 followers—almost half a million.

Jackson County Chamber Director's Report

The Director's Report for March is attached to the agenda for this meeting. In light of Mr. Vinyard's excused absence, Mr. Collins presented the highlights of the report.

- Cleaning Up the Mountains is going on this week.
- Success of Friends Night Out
- The Chamber now has 440 members, which breaks the record set in 2011 at 439.

Cashiers Area Chamber Director's Report

The Director's Report for March is attached to the agenda for this meeting. Ms. Sapienza was absent (excused)

Partner Updates – LHG/Madden

Madden Media

Advertising highlighted activities were summarized by Alexandra Noto.

The Lou Hammond Group report on public relations activities in March was given by Ashley Svarney.

New Business (Items for Board Action)

- Mr. Collins proposed that either August or September meeting be held in Cashiers. Mr. Breedlove recommended the September meeting. The Board agreed.
- Jason Kimenker announced that the Greenway and Panther Town will have booths at Greening Up the Mountains on April 25.
- Trevor Brown announced that the Tuckaseegee River clean up will be on April 18.

Updates from individual Board Members / Announcements

Adjourn

MOTION: Jason Kimenker motioned to adjourn. Trevor Brown seconded. Motion carried.

The meeting was adjourned at 1:41 PM.

Next Meeting

The next meeting will be held on May 20, 2026 in person at JCTDA headquarters unless otherwise posted.

Craig Smith, Secretary
Jackson County TDA Board
Approved: May 20, 2026