MEETING MINUTES
Jackson County Tourism Development Authority
Board of Directors Meeting
August 19, 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 (Via Zoom)	Craig Smith, Board Member (Via Zoom)
Todd Vinyard, Ex-Officio Board Member	Mandi Cantrell, Board Member (Via Zoom)
Peter Evers, Board Member (Via Zoom)	Jack Austin, Board Member
Jenny Lynn Hooper, Ex-Officio Board Member	Trevor Brown, Board Member
Susan Sapienza, Ex-Officio Board Member (Via Zoom)	John Faulk, Board Member
Brett Stewart, Board Member (Via Zoom)	Jason Kimenker, Board Member
Cheryl Osborne, Clerk to the Board	Alexandra Noto, Madden Media
Ashley Svarney, LHG	Samatha Nelson, TDA Social Media Manager
Jane Mauer, Smokies Life	

Approve Agenda

MOTION*: Trevor Brown moved to approve the agenda. Jason Kimenker seconded. Motion carried.*

Public Comment

None

Updates from Chair, Secretary, Vice Chair

None

County Commissioner Updates

Ms. Hooper discussed the bond issue that will be on the November 3 ballot. She explained that the bond issue would increase the taxes on the citizens of Jackson County and that most people are unaware it would raise taxes.

Review and Approval of June 17, 2026 Meeting Minutes

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

Trevor Brown moved to approve the June 17, 2026 *meeting minutes. Jack Austin seconded. The motion carried.*

Review and Approval of June 30, 2026 and July 31, 2026 Financial Reports

Ms. Fox presented the financial reports highlighting June collections. A highlight was room occupancy tax collections of $328,943.88 and year-to-date collections of $3,353,035.46, which is 96.45% of budget.

Ms. Fox presented the financial reports highlighting July collections. A highlight was room occupancy tax collections of $466,596.81 and year-to-date collections of $466,596.81, which is 13.64% of budget.

MOTION: *Craig Smith moved to approve the June 30, 2026 and July 31, 2026 financial reports. Trevor Brown seconded. The motion carried.*

TCPF Carryforward Policy

Previously TCPF leftover funds went back into the General Fund at the end of the year. The new policy will make available larger sums of money to fund more and/or larger projects since the leftover funds from previous year's will accumulate in a separate account rather than rolling back into the general fund at the end of the year.

MOTION: *Jason Kimenker motioned to accept the new policy as stated and reviewed by the county attorney. John Faulk seconded. The motion carried.*

Grants – Mountain Heritage Days and Dillsboro Glass Arts Festival

Mountain Heritage Days (formerly Mountain Heritage Festival) is in its 51st year and brings 10,000 to 12,000 visitors to Jackson County each year. They are requesting the same amount as last year of $5,000.

MOTION*: Trevor Brown motioned to approve the grant for Mountain Heritage Days. John Faulk seconded. The motion carried.*

The Dillsboro Glass Arts Festival is in its 2nd year. Given the poor attendance last year, the Executive Committee recommended giving $1,000 for marketing on social media and $1,000 for the Festival.

MOTION: *Trevor Brown motioned to approve the grant for the Dillsboro Glass Arts Festival. Craig Smith seconded. The motion carried.*

JCTDA Director's Brief/Social Media Report

The Director's Brief was attached to the agenda for this meeting.

- Mr. Breedlove shared the visitor spending numbers complied by the State for 2025 which show Jackson County second in 17 counties in Western North Carolina with $463 million in visitor spending with only Buncombe County ahead ($2.6 Billion).
- July collections for Airbnb surpassed all previous months in history.
- JCTDA is working with VisitNC's Film Office (FilmNC) to compile photos of sites in Jackson County.

Ms. Nelson reported on social media activities and statistics in July.

Jackson County Chamber Director Report

The Director's Brief was attached to the agenda for this meeting.

The Chamber is celebrating Jackson County's 175th anniversary on September 12 at Whittier Heritage Grounds. The Great Smoky Mountain Railroad will have a train going from Dillsboro to Whittier. Tickets are available at the Chamber.

Cashiers Area Chamber Director Report

The Director's Brief was attached to the agenda for this meeting.

- July saw a 51% increase in visitors at the Chamber over June.
- Winter activities and promotions for Secret Season are being planned.

Partner Updates – Madden/LHG

Ms. Noto reported on Maddens June and July advertising activities.

Ms. Svarney summarized the LHG PR actions for June/July.

New Business

None

Updates from individual Board Members / Announcements

- There was a brief discussion about Mahjong games in Cashiers.
- Jason Kimenker announced that Main Street Sylva Association is working with the North Carolina Main Street Program and will film at Pinnacle Park. Friends of Panthertown now has 5.1K followers on social media.
- Mr. Collins announced the September 16 meeting will be held at The Village Green in Cashiers.

Announcements

Ms. Mauer reported that the GSMNP bear task force has been very busy in Tennessee.

Adjourn

MOTION: *Trevor Brown motioned to adjourn. John Faulk seconded. Motion carried.*

The meeting was adjourned at 2:06 PM.

Next Meeting

The next meeting will be held on September 16, 2026 in person at The Village Green unless otherwise posted.

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Craig Smith, Secretary
Jackson County TDA Board
Approved: September 16, 2026