

**JACKSON COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
BOARD MEETING  
WEDNESDAY, APRIL 17, 2013 1:00 P.m.  
Cullowhee Recreation Center**

**AGENDA**

- I. Welcome – Clifford Meads, Chairman**
- II. Approval of Minutes – Meeting of April 4, 2013**
- III. Strategic Tourism Marketing**
  - a. BCF Brand Development Presentation**
  - b. TDA Member Group Interview**
- IV. Other Business**
- V. Guest Comments**
- VI. Schedule**
  - a. Next Meeting – Wednesday, May 1, 1:00 p.m.  
Cashiers-Glenville Recreation Center**