



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,
CHEROKEE, DILLSBORO AND SYLVA

MINUTES

Jackson County Tourism Development Authority
Board of Directors Meeting
December 5, 2017 (Wednesday), 1:00 p.m.
Cordelia Camp Building, Room 143, WCU
Cullowhee, NC 28723

Public comment- none

Call to order/Roll Call

The meeting was called to order at 1:08 p.m.

Members in attendance: Laura Bowers, Dale Collins, Gareth Daley, Stephanie Edwards, Mark Jones, Kathy Korb, Megan Orr, Vick Patel, Julie Spiro, Bob Williams

Members absent: Darlene Fox, Ron Mau, Ann Self.

Others in attendance: Robert Jumper; Joyce Pope (minutes).

Appoint Vice Chair and Secretary; Committees

Kathy Korb volunteered to serve as Vice Chair.

MOTION: *Megan Orr motioned to name Kathy Korb as Vice Chair. Bob Williams seconded Motion passed.*

Laura Bowers was nominated as Secretary.

MOTION: *Orr made a motion to name Laura Bowers as Secretary. Gareth Daley seconded. Motion passed.*

Committees needed are Marketing Advisory Committee, Personnel and Governance Committee. Typically Marketing Committee meets 1-2 times in the spring to preview the marketing plan for the next year. Executive Director Breedlove asked for volunteers for the committees. Bob Williams, Gareth Daley, Laura Bowers, and Megan Orr volunteered for the Marketing Advisory Committee. Ann Self and Dale Collins volunteered for Governance and Personnel Committee.

Set meeting schedule for 2018

The board agreed to continue meeting on the 3rd Wednesday of each month. In 2017, ten meetings were held to avoid meeting in busy months. The board agreed to continue with the 10-meeting schedule.

All meetings will all take place at WCU except for the June meeting, which will be held at the Jackson County Library conference room. The November 21 meeting was moved to November 14 to avoid Thanksgiving week. The December date was moved from the 19 to the 12.

No Executive Committee Meetings have been scheduled for 2018. In 2017, an executive committee meeting was previously held the second Tuesday of each month. At this time, no executive meetings or

conference calls have been scheduled, but may be scheduled as needed throughout the year. A Chair for each committee will be established by the Chairman.

2018 Meeting Dates:

January 17, 2018

February 21, 2018

March 21, 2018

April 18, 2018

May 16, 2018 – 18-19 Marketing Plan Presentations (2-hour meeting)

June 20, 2018

August 15, 2018

September 19, 2018

November 14, 2018

December 12, 2018

2018-19 Grant Revisions

The current grant application has been revised by Breedlove to clarify and standardize language, to change the voting timetable, and to request additional information such as demographic data, estimates of attendance and sales, and a signature line confirming that grant funds were expended as per the application. No changes were proposed to the program's core structure.

Edwards asked whether an organization could apply for multiple grants within the same fiscal year, but for different events. It was suggested that the language is meant to address multiple applications for the same event. The board agreed to strike that sentence from the application.

The board discussed the funding levels provided in the application. The question was asked as to why municipalities receive higher funding levels than non-profits and whether this was fair to unincorporated areas like Cashiers.

The board discussed revision of the language and award amounts. The award amounts are caps and not guarantees of funding. The TDA has awarded grants at the \$2,500-level twice in the last few years. The grant budget was \$17,000 in FY 2017. Last year the TDA funded all grant applications except for one ineligible request. The board discussed funding amounts and whether the amounts should be a standardized fixed-dollar amount for all applicants. Williams stated a match program might be a good idea. The board agreed to move further discussion and approval of revisions to the January meeting so Breedlove could gather additional information and recommendations.

Resolution – National Parks Deferred Maintenance

The board discussed a resolution encouraging Congress to create a reliable, predictable stream of resources to address deferred maintenance needs in America's National Park System. The Pew Charitable Trust is spearheading an effort to encourage Congress to address deferred maintenance in the Parks. There is currently an \$11 billion backlog of funding in the National Park System to address maintenance needs.

MOTION: Dale Collins moved to approve the TDA signing a resolution. Mark Jones seconded. Motion passed unanimously.

Contractor Agreement

Executive Director Breedlove presented a contractor agreement for work related to website updates, digital projects and other work, on an as needed basis. Breedlove identified Aaron Alexander, a WCU student, who previously volunteered for the JCTDA, as the candidate to perform the work at a pay rate of \$10 per hour. The contract cap is \$3,500.

MOTION: *Megan Orr moved to accept the contract agreement; Kathy Korb seconded. Motion passed.*

Other Updates

JCTDA Director/Chamber Directors

- Fly fishing leads were 13% of all leads in November (via call or email), Spiro said. Williams asked if potential fly fishing visitors gave any indication of their planned trip dates. Spiro said that occasionally they provided those details. Collins said it is a mixture of both short-term and long-term plans.
- The *Three Billboards* screening was a success, Spiro said. Patel stated that some guests at his hotel were provided with movie passes and they gave positive feedback.
- Luminaire Weekend was a success, especially with luminaries in Sylva and Webster, Spiro said.
- Stephanie Edwards: destination signage for Glenville and Cashiers is in production and should be installed in the next two weeks. An organization meeting was held regarding mountain biking that included enthusiasts, county representatives, NC Cooperative Extension, Executive Director Breedlove, bike shops, and the International Mountain Bicycling Association. The Cashiers Area Chamber intends to pursue development of mountain biking trails in Cashiers.
- Breedlove informed the board that the Sylva map project is almost complete. A few hundred copies are now at the Jackson County Chamber. The back of the map is currently being developed. A meeting will take place this Friday to discuss the Pinnacle Park map. After that project, the Cashiers area attractions and waterfalls map will be done. Publication is typically 6-8 weeks after completion; March / April 2018 is the tentative availability date. A Dillsboro map is planned for the future. Williams asked if local businesses would be provided with the maps being produced. The maps will be available at the local chambers.
- As part of the telecommunication upgrades at the chamber, the fiber optic installation is complete. Phone systems and networking equipment are being installed soon.
- Bylaws: at November's meeting, the board approved bylaw updates. The vote taken was not a valid vote as the item did not appear on the agenda and the agenda was not amended to add the item, Breedlove said, after consulting with Attorney Heather Baker.
 - In reviewing the issue further, Breedlove and Baker cannot find record of the bylaws having been adopted originally.
 - The bylaws contain many similar provisions to R12-34 and duplicate much of that same information.
 - Breedlove said in consulting with Baker that she recommended the board adopt the UNC School of Government Suggested Rules of Procedures for Small Local Government Boards. This is utilized by other county boards and is specific to North Carolina boards. The publication should address many items contained in the bylaws and other items not currently covered in bylaws and help eliminate the need for the lengthy Roberts Rules of Order.
- Visit North Carolina has advised Breedlove the way they handle website listings will be changing in the coming months for restaurants. The food listings are changing to focus on 'signature listings' in

each part of the state to showcase places that do not exist in other areas. The TDA's website will continue to list all restaurants that are Chamber members.

- Breedlove asked the board if fast food restaurants should be listed on the TDA website. VisitNC does not list fast food. The board suggested creating a 'fast food' type section to include those establishments. The TDA website does not list all Chamber members because not all members represent destinations that tourists would seek out.
- Airbnb: Breedlove distributed a new report on the Airbnb market in Jackson County, compiled by AirDNA. There has been a decline in hotel bookings in recent months, indicating either the market softening or bookings are shifting to Airbnb. There are currently 50 active listings in Sylva with about \$81,000 in revenue in the last month, Breedlove said. There has been almost a four-fold increase in Airbnb revenue in Sylva as well as an increase in the Cashiers market compared to the same timeframe last year. The Airbnb numbers might also reflect a trend towards new demand, not necessarily pulling from existing hotel demand.
- Stephanie Edwards announced that the brunch bill be discussed in the spring by the Jackson County Commissioners.

The meeting was adjourned at 2:12pm.

Reminder: next meeting January 17, 2018, 1:00 pm, WCU Cordelia Camp Building

A handwritten signature in cursive script, reading "Laura Bowers", is written over a horizontal line.

Laura Bowers, Secretary
Jackson County TDA Board

Approved: January 17, 2017