



MEETING MINUTES
Jackson County Tourism Development Authority
Board of Directors Meeting
December 17, 2025 (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	Daniel Fletcher, Board Member
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)	Jenny Lynn Hooper, Ex-Officio Board Member
Jack Austin, Board Member (Via Zoom)	Peter Evers, Board Member
Trevor Brown, Board Member (Via Zoom)	Susan Sapienza, Ex-Officio Board Member (Via Zoom)
John Faulk, Board Member	Brett Stewart, Board Member
Jason Kimenker, Board Member	Cheryl Osborne, Clerk to the Board
Alexandra Noto, Madden Media	Ashley Svarney, LHG

Approve Agenda

Motion: Peter Evers moved to approve the agenda. John Faulk seconded. Motion carried.

Public Comment

None

Elect Vice Chair and Secretary

Craig Smith has agreed to continue as Secretary. The election of the Vice Chair has been postponed to a future meeting.

Motion: Peter Evers moved to approve the nomination of Craig Smith as Secretary. Brett Stewart seconded. Motion carried.

Recognize Secretary, Comments from the Chair

Mr. Smith had no comments. Mr. Collins introduced the new members of the Board—John Faulk, Jason Kimender and Brett Stewart—each of whom introduced themselves.

County Commissioner Updates

Ms. Hooper had no comments.

Approve Draft 2026 Meeting Dates/Attendance and Absences Discussion

A copy of the proposed meeting dates for 2026 was attached to the agenda. Mr. Collins called for a consensus of these dates. There were no comments from the Board.

Mr. Collins stated that the most important aspect of the attendance and absence policy in the By-laws is to communicate with the ED if you are going to be absent.

Review and Approval of November 19, 2025 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: Craig Smith motioned to approve the November 19, 2025 meeting minutes. Peter Evers seconded. The motion carried.

Review and Approval of November 30, 2025 Financial Report

Ms. Fox presented the financial report highlighting November collections. Collections were up 119.96% from the same period in 2024. Collections total \$440,380.15. The tax rate increased from 4% to 6%, effective July 1. Mr. Breedlove graphically showed the impact of the tax rate increase.

MOTION: Trevor Brown moved to approve the November 30, 2025 financial report. Peter Evers seconded. Motion carried.

JCTDA Director's Brief

The JCTDA Director's Brief with updates on industry metrics and lodging performance was attached to the agenda. Mr. Breedlove discussed a report that he received just before the meeting for week 1 of December for tourism statistics which show that occupancy is down 15%; however, last year occupancy was increased due to hurricane disaster aid workers and broadband workers staying in Jackson County. Mr. Breedlove then summarized his activities in November.

Social Media Report

Ms. Nelson was absent. Mr. Breedlove reported on the improved metrics in various social media platforms.

Jackson County Chamber Director's Report

The Director's Reports for November are attached to the agenda for this meeting. Mr. Vinyard summarized highlights of the Chamber's activities.

Cashiers Area Chamber Director's Report

The Director's Reports for November is attached to the agenda for this meeting. Ms. Sapienza updated the Board with a summary of activities.

Partner Updates – LHG/Madden

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

Madden Media

The update for November is attached to the agenda for this meeting. Advertising highlighted activities were summarized by Alexandra Noto.

New Business

None

Updates from individual Board Members / Announcements

Craig Smith and Jason Kimenker spoke of future activities at Castle Ladyhawke and Panthertown Valley. Mr. Breedlove expressed his desire that there be full attendance at the January meeting since there are important tourism capital project fund applications to be discussed.

Adjourn

MOTION: Jack Austin motioned to adjourn. Peter Austin seconded. Motion carried.

The meeting was adjourned at 1:38 PM.

Next Meeting

The next meeting will be held on January 21, 2025 in person at JCTDA headquarters unless otherwise posted.

Craig Smith, Secretary
Jackson County TDA Board

Approved: _____