



To: TDA Board  
From: Nick Breedlove, TDA Executive Director  
Date: May 21, 2025  
Subject: Monthly Director's Brief

Dear Board Members,

Please see below for updates.

**1. FY2025 Draft Budget**

We are devoting a good portion of Wednesday's meeting to reviewing the Draft FY 2025-26 Budget. I'll have copies of the draft budget on hand from our Finance Dept. and will go over major program activities and breakdowns.

**2. New Employee**

We welcomed Samantha Nelson to the JCTDA team on May 5. She's doing a good job getting up to speed on all things social media related and is settling well into the position. Most of last week was spent onboarding Mrs. Nelson into the role and going over our social media operations and procedures. Please welcome her aboard at our full board meeting.

**3. Imaging Project**

We are in the process of digitizing all older JCTDA materials, prior to my tenure in this role. This project will digitize all meeting materials from 2013-2015 along with some supplemental items to ensure records are stored permanently in an easy to access format.



#### **4. Agency Transitions**

In addition to Mrs. Nelson's onboarding, I also onboarded Madden Media as our new Agency of Record. They visited the destination May 6-9 for an immersion trip and spent May 15 at our office going over every aspect of our advertising and marketing programs. It's beneficial to have them on board before July 1 so that a smooth transition takes place when they take over as our AOR.

I also worked with Tourism Economics to onboard their agency to handle our data and analytics and economic impact dashboard. We hope to have this up and running as well by July 1, and it will replace Zartico, a long-time data & research provider, at a cost savings.

#### **5. Chamber Director Search**

I am assisting on the committee to search for a new Chamber of Commerce Director for the Jackson Chamber. We hope to have a recommendation from our committee to the Chamber for their Board's consideration to bring an individual on in June.

#### **6. Social Media Assistance to CACOC**

The Cashiers Area Chamber requested our expertise as it relates to their social media channels and how they can best enhance their online presence. I put together a guide with some 3-, 6-, and 12-month goals and achievable wins along with suggested strategy in a 8-page document outlining best practices. Additionally, I shared an opportunity with them earlier this year for an internship and they have secured an intern from NC State to help implement this plan.

#### **7. New Website**

As a reminder our new website launches May 21. We will go through a 30-day punch list, so be patient as we work out any final adjustments to the site. Hopefully it will usher us into a new online presence to be more competitive to get travelers to Jackson County so spend the night (or a few), support our small family-owned businesses, and help grow the economy and workforce here.

