



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

To: TDA Board  
From: Nick Breedlove, TDA Executive Director  
Date: February 19, 2025  
Subject: Monthly Director's Brief

Dear Board Members,

Please see below for updates.

### New Website

The new website remains on schedule for its July 1 launch. We recently completed the CRM component, which includes updated listings for restaurants, accommodations, and attractions. All data has been imported, updated, and finalized.

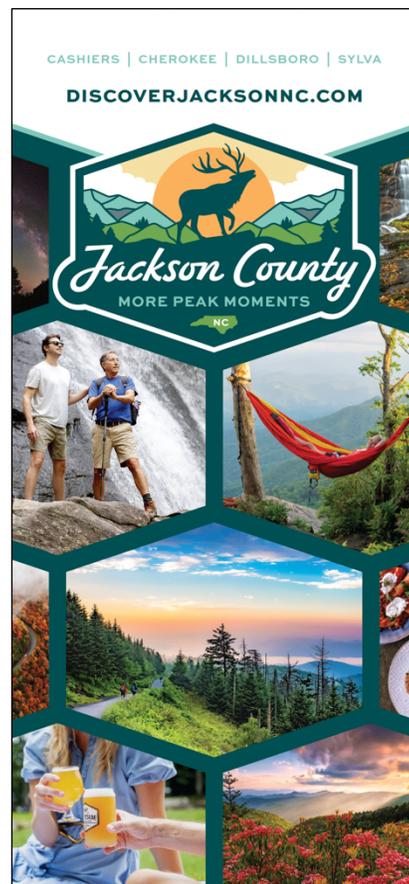
To assist partners in managing their listings, we conducted a training session on February 13, covering photo uploads, special offers, and general updates. The next phase involves refining the website's design and functionality. Click [here](#) for an overview of completed and upcoming steps.

### 2025-2026 Visitor Guide

All files—including updated imagery, event details, and the cover—have been submitted to the publisher. The next step involves layout design for internal spreads and advertisements. We expect to receive a proof soon.

We are printing **90,000 copies**, distributed as follows:

- **30,000 copies** to 180+ regional locations via Mountain Information Services.
- **60,000 copies** split between **tabbed versions for mailing** and **untabbed copies for in-person distribution**.



## **Ad Agency RFP Process**

This week, the Executive Committee met with the two finalists for the JCTDA's new advertising agency. Both presentations were well received. The committee will reconvene in March to finalize recommendations before presenting the selection to the full board.

## **Bear Shadow Application**

Although event funding for Bear Shadow was previously approved, the festival has since decided not to proceed with its 2025 event. As a result, no grant funding will be issued.

## **Digital Asset Management Platform**

Over the past month I've worked to implement a Digital Asset Management (DAM) platform to manage the 10,000+ images the TDA has in its library. It will enable staff, our PR agency, and our advertising agency to efficiently store, retrieve, and sort all our imagery much more efficiently going forward. We're already seeing good results in its implementation.

## **Board Structure Changes**

With Secretary Ashlie Mitchell's term expiring in December 2024, we initially planned to recommend her for reappointment. However, due to her relocation outside Jackson County, she is no longer eligible to serve under our governing legislation. We deeply appreciate Ms. Mitchell's dedicated service and leadership on the board.

In other board-related updates:

- Our recommended appointments of **Dale Collins and Cathy Busick** for the North Jackson vacancy were not acted upon by Commissioners. Instead, Commissioner Hooper, who also serves on our board, proposed **John Faulk**, whom we had not vetted.
- Chairman Robert Jumper sent an email to Commissioners on February 13 to streamline the nomination process, ensuring a more transparent approach. A copy of that letter is available [here](#).
- Ms. Mitchell's departure creates another vacancy. As her seat is appointed by the **Cashiers Area Chamber of Commerce**, we will await their recommendations before submitting our final nominee to County Commissioners.

## **Lodging Trends**

Moving forward, lodging performance data will be available with the agenda under "**Lodging Performance Report.**"