



MEETING MINUTES

Jackson County Tourism Development Authority
Board of Directors Meeting
July 16, 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. Jumper.

Members in attendance: Executive Director Nick Breedlove; Robert Jumper, Chair, Secretary, Mandi Cantrell, Daniel Fletcher, Susan Sapienza, Darlene Fox, Jack Austin, Todd Vinyard, Trevor Brown, Dale Collins

Members absent: Jenny Lynn Hooper, Peter Evers, Craig Smith

Others in attendance: Cheryl Osborne, Minutes Clerk; Ashley Svarney, LHG; Alex Noto, Madden Media; Samantha Nelson, JCTDA Social Media Manager; Debbie Coffey, Dillsboro City Clerk; Tiffany Henry and Betsy Norwood, Jackson County Economic Development; Jane Maurer, Smokies Life; Caitlyn Munid, Cashiers Area Chamber of Commerce

Approve Agenda

MOTION: Dale Collins moved to approve the agenda. Trevor Brown seconded. Motion carried.

Public Comment

Jane Maurer of Smokies Life reported that the Summer Smokies Guide is published and is available at all Visitors Centers and Smokies Life business partners.

County Commissioner Updates

Jenny Lynn Hooper was absent.

Review and Approval of June 18, 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: Trevor Brown motioned to approve the June 18, 2025 meeting minutes. Dale Collins seconded. The motion carried.

Review and Approval of June 30, 2025 Financial Report

Ms. Fox presented the financial report as follows. Highlights for June include Occupancy Tax collections of \$200,673.83 with penalties of \$5.00 and YTD collection totals of \$2,063,809.74 which is 82.55% of the budget. Airbnb collections totaled \$63,137.38. The Home Away and VRBO total was \$21,889.58 and the VACASA, NC total was \$4,972.36. 87 accounts reported rentals for May rentals (increase of 10 accounts from last year). Collections were up 8.43% from the same period in 2024. The June 30, 2025 cash balance is \$162,163.91 with investments totaling \$2,900.00. June expenses were \$176,624.76 with FYTD expenses totaling \$3,074,197.62 with encumbrances of \$910.56 for a combined total of \$3,075,108.18 equaling 92.54% of the budget.

MOTION: *Trevor Brown moved to approve the June 30, 2025 financial report. Dale Collins seconded. The motion carried.*

Closed Session

JCTDA Director's Update

The JCTDA Director's Brief with updates on industry metrics and lodging performance was attached to the agenda. Mr. Breedlove presented the Director's Brief, highlighting the following:

- We have got access to Airbnb Cities Portal, which gives insights directly into Airbnb with information about properties in the Sylva/Jackson County market. It also gives access to law enforcement to report problem properties.
- The first week in July had an 8% increase in occupancy over the same period last year. We are seeing better occupancy than the surrounding counties.
- We are looking forward to the summer season results.
- The Birding Guide has been published and 20K copies are available.
- Pinnacle Park received a \$92,000 grant from the state for trail enhancement and access to a previously unaccessible waterfall.
- Mr. Breedlove is working on a new data dashboard with additional information available.

Social Media Report

Ms. Nelson reported on the improved social media metrics, such as likes and clicks on Facebook, Instagram and Pinterest.

Jackson County Chamber Director's Report

The Director's Report was attached to the agenda for this meeting. Mr. Vinyard, who replaced Ms. Spiro as director, introduced himself and expressed his appreciation for Ms. Spiro's hard work during her tenure as director. He is looking forward to being partners with JCTDA.

Cashiers Area Chamber Director's Report

Ms. Gregory presented the report. The report was attached to the agenda for this meeting. There are several ribbon cuttings and business openings in the coming month. For a full list, please see the report

Agency Updates

Alexandra Noto reported that Madden Media is following the marketing plan that they presented at the last meeting. Madden has been progressing with the creative side of the campaign "Peak Moments of Stillness." They are focusing on emails and social media with messages about Jackson County.

Updates from individual Board Members / Announcements

None


Adjourn

MOTION: Trevor Brown motioned to adjourn. Dale Collins seconded. Motion carried.

The meeting was adjourned at 1:58 PM.

Next Meeting

The next meeting will be held on August 27, 2025 in person at JCTDA headquarters unless otherwise posted.



Craig Smith, Secretary
Jackson County TDA Board
Approved: August 27, 2025