



MEETING MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

June 18, 2025 (Wednesday) @1:00 p.m.

98 Cope Creek Rd., Suite D

Sylva, NC 28779

Budget Public Hearing

The public hearing was called to order at 12:55 by Mr. Jumper.

There were no members of the public attending the hearing.

MOTION: *Trevor Brown motioned to close the public hearing. Dale Collins seconded. Motion carried.*

The Budget Public Hearing was closed at 12:56.

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, Megan Orr, Vice Chair, Craig Smith, Secretary, Peter Evers, Mandi Cantrell, Daniel Fletcher, Susan Gregory, Darlene Fox, Jack Austin

Members absent: Jenny Lynn Hooper, Julie Spiro

Others in attendance: Cheryl Osborne, Minutes Clerk; Ashley Svarney, LHG; TJ Fletcher, Alexandria Noto, Mark Manion, Nicole Klein, Madden Media

Approve Agenda

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

Public Comment

None

Recognize County Commissioner

Jenny Lynn Hooper was absent.

Review and Approval of May 21, 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 May 21, 2025 meeting minutes. Trevor Brown seconded. The motion carried.*

Review and Approval of May 31, 2025 Financial Report

Ms. Fox presented the financial report as follows. Highlights for May include Occupancy Tax collections of \$129,992.56 with penalties of \$10.17 and YTD collection totals of \$1,863,135.91 which is 74.53% of the budget. Airbnb collections totaled \$50,865.88. The Home Away and VRBO total was \$9,742.31 and the VACASA, NC total was \$3,681.31. 78 accounts reported rentals for April rentals (same number of accounts from last year). Collections were down 3.93% from the same period in 2024. The May 31, 2025 cash balance is \$125,348.20 with investments totaling \$2,900.00. May expenses were \$204,727.54 with FYTD expenses totaling \$2,897,573.09 with encumbrances of \$19,996.48 for a combined total of \$2,917,569.57, equaling 90.08% of the budget.

MOTION: *Trevor Brown moved to approve the May 31, 2025 financial report. Craig Smith seconded. The motion carried.*

Budget Amendment

Mr. Breedlove explained how the expenditures changed for this budget amendment totaling \$84,222. In order to balance this amount, Investment Earnings increased by \$92,000 and the Fund Balance was decreased by \$7,778. This change fixes the Creative and Production amount due to a coding error. Mr. Fletcher asked what made up the \$51K charges. Mr. Breedlove explained that BGRM sent invoices with budget codes and the code for this item was coded incorrectly. Ms. Fox will examine the invoices to see what was coded incorrectly.

MOTION: *Peter Evers motioned to approve the budget amendment. Jack Austin seconded the motion. The motion carried.*

FY 24-26 Budget Ordinance

Ms. Fox explained that the budget ordinance is a summary of the budget for the coming fiscal year. This ordinance approves the budget.

MOTION: *Dale Collins motioned to approve the budget. Craig Smith seconded the motion. Motion carried.*

Presentation – Madden Media

TJ Fletcher, Director of Destination Strategy, began the presentation with a summary of Madden Media's activities to on-board Madden with JCTDA. He introduced the marketing plan for the upcoming fiscal year. The presentation will explain the following concepts upon which Madden will focus:

- Purpose and Objectives
- Audience Recommendations
- Strategic Recommendations
 - Paid Media
 - Email
 - Creative
 - Budget

Mr. Fletcher turned the presentation over to Nicole Klein of the media team who explained to the audience and people that the campaign will target. She then explained the goals and strategies to reach the target audiences (1) Evergreen Explorers (2) Seasoned Travelers (3) Dynamic Duos (4) Kid Friendly Adventurers (5) Fly Fishing and Weddings. Ms. Klein then explained the media strategies for each target audience. The largest portion of Madden's budget (49%) is aimed at the Evergreen Explorers who seek adventurous, active and outdoor experiences, who are primarily females 25-44 with incomes of \$100K-\$150K.

Alexandria Noto presented the strategic plans for email. Mark Manion, Senior Creative Director, then discussed the Madden creative aspects of ads that target specific audiences. Katy Livingston explained the sample ads that will be placed in various publications.

Mr. Jumper asked if there were significant changes from last year to this year. Mr. Breedlove responded that all advertising is data driven to specific target audiences and more funds will be spent on media. Mr. Breedlove is impressed with the Madden email campaign and the fact that Madden has cleaned up the email subscriber list with over 5K email addresses invalid. A short general discussion was held.

New Business

No new business was brought up.

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:

- Mr. Breedlove praised and thanked Ms. Spiro, whose last day is July 4 for her efforts at the Jackson Chamber over the past 25 years.
- Due to the economy, budget traveler visitors are staying in Jackson County one day less than last year. The luxury segment of travelers seems to be unchanged.
- In June the occupancy rate was 65%, which is higher than the 62% last year at the same time.

Social Media Report

Ms. Nelson is out of the office this week. Mr. Breedlove reported that she is working on Pinterest and reactivating the Pinterest account which had gone dormant. Wedding boards are of special interest on Pinterest.

Jackson County Chamber Director's Report

The Director's Report was attached to the agenda for this meeting. Mr. Breedlove presented the report highlights.

- Most of the report was dedicated to thanking the TDA board and Mr. Breedlove for their cooperation and encouragement during her time at the Jackson Chamber.
- Concerts on the Creek has started.

Cashiers Area Chamber Director's Report

Ms. Gregory presented the report. The report was sent with the agenda for this meeting.

- The First Annual Thomas Taulbee Kindness Challenge was deemed a success with businesses and individuals participating in acts of kindness.
- The Chamber is expanding its social media presence thanks to the summer intern.

Partner Updates – LHG

The report from LHG was attached to the agenda for this meeting. Asley Svarney explained what LHG has accomplished during the past month.

Updates from individual Board Members / Announcements

Mr. Jumper announced that Mingo Falls and Soco Falls will open in July after renovations.

Craig Smith invited everyone to Bear Lake.

Adjourn

MOTION: *Trevor Brown motioned to adjourn. Craig Smith seconded. Motion carried.*

The meeting was adjourned at 2:17 PM.

Next Meeting

The next meeting will be held on July 16, 2025 in person at JCTDA headquarters unless otherwise posted.

Craig Smith, Secretary
Jackson County TDA Board
Approved: July 16, 2025