



MEETING MINUTES

Jackson County Tourism Development Authority

Board of Directors Meeting

June 17, 2026 (Wednesday) @1:00 p.m.

98 Cope Creek Rd., Suite D

Sylva, NC 28779

FY 26-27 Budget Public Hearing

The public hearing was called to order at 12:55 by Mr. Collins. There were no members of the public in attendance.

Motion: John Faulk motioned to close the budget public hearing. Trevor Brown seconded. Motion carried.

Call to Order/Roll Call

The meeting was called to order at 1:00 p.m. by Mr. Collins.

Present:

Dale Collins, Chair	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)
Peter Evers, Board Member (Via Zoom)	Jack Austin, Board Member
Jenny Lynn Hooper, Ex-Officio Board Member	Trevor Brown, Board Member
Susan Sapienza, Ex-Officio Board Member (Via Zoom)	John Faulk, Board Member
Brett Stewart, Board Member (Via Zoom)	Jason Kimenker, Board Member
Cheryl Osborne, Clerk to the Board	Alexandria Noto, Madden Media
Olivia Lamme, LHG	Samatha Nelson, TDA Social Media Manager

Approve Agenda

MOTION: Trevor Brown moved to approve the agenda. Jason Kimenker seconded. Motion carried.

Public Comment

None

Updates from Chair, Secretary, Vice Chair

None

County Commissioner Updates

Ms. Hooper announced that the Center for Domestic Peace is opening tomorrow. Mr. Breedlove will send out the Center for Domestic Peace housewarming party Amazon wish list to remote board members via email.

Review and Approval of May 20, 2026 Meeting Minutes

Minutes of the meeting are available on the JCTDA website. Minutes were also attached to the agenda for this meeting. No comments were made.

MOTION: *Trevor Brown moved to approve the May 20, 2026 meeting minutes. Jack Austin seconded. The motion carried.*

Review and Approval of May 31, 2026 Financial Report

Ms. Fox presented the financial reports highlighting May collections. A highlight was room occupancy tax collections of \$224,889.01 and year-to-date collections of \$3,024,091.58, which is 86.92% of budget.

MOTION: *Jason Kimenker moved to approve the May 31, 2026 financial report. Craig Smith seconded. The motion carried.*

FY 26-27 Budget Ordinance

Mr. Breedlove presented the budget ordinance, explaining that it was a fully balanced budget coming in slightly under last year's figure, with conservative estimates not including potential revenue from the Jarrett House reopening. Ms. Fox noted that the chairman has authority to accept grant funding and move between line items as needed.

MOTION: *Trevor Brown motioned to approve the FY 26-27 Budget Ordinance. Jason Kimenker seconded. The motion carried.*

Proposed TCPF Changes

- **Project Readiness:** Infrastructure services (water/sewer) are in place before an award.
- **Match Verification:** Verify that all match funds are in place. The Board agreed that 30% for match funds for in-kind value for volunteer hours will be acceptable.
- **Disbursement Method:** TCPF funds are disbursed on reimbursement-based payments. Advances must be approved based on a specific documented obligation.
- **Fixed Award and Final Reconciliation:** The TCPF award is a fixed maximum. JCTDA will not pay for cost overruns. If costs are lower than awarded amount, the recipient will repay the amount of difference between original and actual costs.
- **Project Timeline and Funding Deadlines:** The project will begin with 12 months of funds award and be completed within 24 months. Extensions up to 12 months will be granted provided the

Recipient provides a written request for extension of the Commencement or Completion deadline with documentation regarding the cause of the delay. Recipient will notify JCTDA within 30 days of any event that materially affects the project. The funding will expire 60 days after BOC approval if construction does not commence. Expired or rescinded commitments will be returned to the JCTDA Tourism Capital Project Fund.

- Projects useful life will be 10 years or more. If project is no longer in public use during the 10 years, the funds will be repayed to JCTDA on a pro-rata share of funds based on the remaining portion of the Use period plus 5% annually.

MOTION: *Trevor Brown moved to approve the TCPF changes. Craig Smith seconded. Motion carried.*

JCTDA Director's Brief

The Director's Brief was attached to the agenda for this meeting. Mr. Breedlove provided director updates highlighting positive lodging performance with significant monthly revenue increases over last year, installation of a new kiosk at the Jackson County Chamber, and upcoming Society of American Travel Writers conference in October. Additional items discussed are below:

- Continue discussions regarding potential future kiosk installation in Cashiers and evaluate data from the Sylva kiosk before proceeding.
- Work with the ad agency to secure a new billboard targeting Atlanta traffic to Dillsboro.
- Oversee the printing and distribution of new, cost-effective Dillsboro train passenger maps for all train passengers.
- Send the revised TCPF funding agreement to the attorney for legal review.
- Create and distribute a one-page TCPF application checklist for applicants outlining all requirements and deadlines.

Jackson County Chamber Director Report

The Director's Brief was attached to the agenda for this meeting. Mr. Vinyard discussed the 4th of July activities in Sylva.

Cashiers Area Chamber Director Report

The Director's Brief was attached to the agenda for this meeting. Actions were as follows:

- Follow up with Burger Week participating restaurants to determine the total number of burgers sold and report back to the board.
- Explore potential food vendor sponsorships (e.g., Sysco, Brasstown Beef) for future Burger Week events to help offset costs for participating restaurants.
- Forward the digital link to the Cashiers Historical Society's award-winning exhibit to the board.

Partner Updates – Madden/LHG

- Ms. Noto, Madden Media, will oversee the launch of the Asheville Regional Airport digital and print advertising in early July and provide photos/updates to the board.
- Ms. Lamme, LHG, will track and report on upcoming coverage from recent media visits (e.g., Margaret Lipman) and share results with the board.

New Business

None

Updates from individual Board Members / Announcements

Mr. Kimenker reported on Panther Town Valley's award of a \$1 million US Forest Service grant for Hurricane Helene restoration projects.

Announcements

Mr. Breedlove stated that there may not be a meeting in July unless there is some business to conduct.

Adjourn

MOTION: *Trevor Brown motioned to adjourn. Jason Kimenker seconded. Motion carried.*

The meeting was adjourned at 2:08 PM.

Next Meeting

The next meeting will be held on July 15, 2026 in person at JCTDA headquarters unless otherwise posted.

Craig Smith, Secretary
Jackson County TDA Board
Approved: August 19, 2026