

**Jackson County Tourism Development Authority
Board of Directors Meeting
January 21, 2015**

MINUTES – PENDING APPROVAL

Present: : Alex Bell, Cherie Bowers, Stephanie Edwards, Ken Fernandez, Darlene Fox, Jim Hartbarger, Henry Hoche, Ashley Iglesias, Sarah Jennings, Robert Jumper, Mary Lanning, Joey Laughridge, Clifford Meads, Vick Patel, Julie Spiro, Ken Taft

Excused Absence: Kelly Custer, Vicki Greene, Merrily Teasley

Guests in Attendance: Rich Price (Jackson County Economic Development Office), Mary Ann Baker (INNSights Marketing), Lisa Leatherman (Duke Energy), Quintin Ellison (Smoky Mountain News), Holly Kays (Smoky Mountain News)

Chairman Robert Jumper opened the meeting at 1:05 pm with introductions, including roll call. A motion was made by Alex Bell to approve the monthly minutes, seconded by Ken Fernandez. The motion passed unanimously.

Darlene Fox then presented the financial statements, stating that the totals are up 15% for the fiscal year to date revenues collected, and discussion followed. A motion was made to approve financials by Jim Hartbarger, seconded by Clifford Meads. The motion passed unanimously.

Jumper then asked Lisa Leatherman, of Duke Power, to discuss the recreational enhancements for Jackson County and the operational and settlement agreements. Lisa then distributed the "Nantahala Area Hydro Relicensing, Public Recreation and Environmental Enhancements for Southwestern North Carolina" handout that outlined all improvements under construction and a detailed map. Presentation and discussion followed.

Jumper stated that Alex Bell, Governance Committee, and Clifford Meads, Marketing Committee, had agreed to continue as Chairperson. Jumper then stated that Mary Lanning had agreed to continue as Secretary but the Bylaws required a vote. A motion was made by Clifford Meads, seconded by Jim Hartbarger. The motion passed unanimously. Robert stated that the Vice Chair position is still vacant and asked that the Board consider it to be revisited at the next Director's meeting.

Alex Bell, Governance Committee, then opened discussion regarding the Bylaws that were distributed to the new directors. He stated to review them and inquire if any questions arise.

Clifford Meads, Marketing Committee, then asked board members to communicate to him if they would like to serve on the committee, stating that it is a serious commitment requiring constant communication. Robert then asked Clifford and Alex to provide Mary Lanning with a list of committee members.

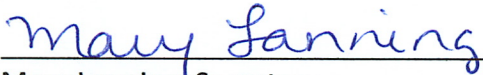
Julie Spiro presented an update on Jackson County Chamber and Visitor Center Projects including presenting copies of the monthly analytics. She mentioned NC beer month, stating that eight entities have sent in their information so far, offering ACC and fly fishing packages.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center including an honorable mention of Cashiers on Good Morning America, publicity in Garden & Gun Magazine, the Crossroads Chronicle coverage of the TDA's website launch and media visits of three writers to Sapphire Valley. She distributed copies of the monthly analytics, stated that the Orchard Restaurant is expanding to add an event venue that is now under construction and requested to speak with the committee regarding public signage for parking.

Under Action Items, Jumper strongly recommended that new board members read the Bylaws and Governance Ordinance. He stated that Director Attendance is written in the bylaws and emphasized communication regarding any absences. He stated that two consecutive unexcused absences will result in action by the board. Next, Jumper opened discussion regarding meeting dates and time. Discussion followed with the dates and time remaining unchanged. Jumper then opened the floor to Rich Price to comment. Price stated that he hopes for a partnership in the future for a TDA/Economic Development Video Production and that he would return in the next few months with details.

In closing, Jumper stated that Asheville uses monies for tourism capital projects and that they keep a record of money impact. He asked the board to prepare for a discussion regarding the upcoming grant process. A motion was made by Alex Bell, seconded by Jim Hartbarger, to adjourn the meeting. The motion passed unanimously.

The next meeting of the Jackson County Tourism Development Authority will be held on February 18th at 1:00 pm at the NCCAT, Cullowhee.


Mary Lanning, Secretary
Jackson County TDA Board

Approved: