

**Jackson County Tourism Development Authority
Board of Directors Meeting
March 18, 2015**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Cherie Bowers, Kelly Custer, Darlene Fox, Jim Hartbarger, Henry Hoche, Ashley Iglesias, Sarah Jennings, Robert Jumper, Mary Lanning, Joey Laughridge, Clifford Meads, Julie Spiro, Merrily Teasley

Excused Absence: Stephanie Edwards, Ken Fernandez, Vicki Greene, Vick Patel, Ken Taft

Guests in Attendance: Mary Ann Baker (INNSights Marketing), Channing Lovett, Rich Price (Jackson County Economic Development Office), Barry Sanders (Brandon Agency), Debra Stone (Pineapple Public Relations)

Chairman Robert Jumper opened the meeting at 1:04 pm with introductions, including roll call. A motion was made by Jim Hartbarger to approve the monthly minutes, seconded by Mary Lanning. The motion passed unanimously.

Darlene Fox then presented the financial statements, stating that the totals are up 21% for the fiscal year to date revenues collected, and discussion followed. A motion was made to approve financials by Alex Bell, seconded by Merrily Teasley. The motion passed unanimously.

Holly Smiley presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics.

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 and the Banana Dash, the Easter Hat Parade on April 4th, updated Mobile friendly website, Concerts on the Creek, Greening up the Mountains and the new Dining Guide that will be available next week.

Clifford Meads, Marketing Committee, then stated that discussion regarding inclusion on the website has been underway at committee meetings and that the lists and requirements will be handed over to the agencies.

Mary Ann Baker, INNSights Marketing, presented social media accomplishments including a facebook following of 50,000 and increasing numbers for Instagram. She stated that using adventure photography and video are increasing. Millennial audience growth is showing an increase in Culinary Tourism and “experience” cultural awareness areas as well as an interest in Time Lapse, Go Pro and Drone videos.

Deborah Stone, of Pineapple PR, presented a handout of developed media collateral material review stating that Jackson County's efforts have resulted in \$300,000 earned media placements, reaching 90 million people with their message.

Barry Sanders, of Brandon Agency, stated that the website launched the Wedding Destination portion today and presented a handout outlining the 2014-2015 Media Plan. Barry then presented a productivity report on banner ads stating that the top three listed as Reshaping Culture in the top spot, Adventure following in second spot and Relaxation in the third spot. Using a program named Sojourn, multiple tracking methods are now in place.

Jumper then stated that Directors are always welcome to attend committee meetings and that discussions regarding Grant policies have not reached any decisions yet. He then stated they are reviewing the TDA pay document for the upcoming position of Executive Director.

Jumper then opened the floor nominations for Vice Chair. Alex Bell nominated Mary Lanning. Mary agreed to serve as Vice Chair. The motion passed unanimously. Clifford then nominated Vick Patel to replace Mary Lanning as Secretary. The motion passed unanimously, pending Vick's agreement to serve.

A motion was made by Clifford Meads, seconded by Merrily Teasley, to adjourn the meeting. The motion passed unanimously.

The next meeting of the Jackson County Tourism Development Authority will be held on April 15th at 1:00 pm at the NCCAT, Cullowhee.



Mary Lanning, Secretary
Jackson County TDA Board

Approved: