

**Jackson County Tourism Development Authority
Board of Directors Meeting
May 20, 2015**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Ken Fernandez, Darlene Fox, Vicki Greene, Henry Hoche, Robert Jumper, Mary Lanning, Joey Laughridge, Clifford Meads, Vick Patel, Julie Spiro, Ken Taft

Excused Absence: Cherie Bowers, Kelly Custer, Stephanie Edwards, Jim Hartbarger, Ashley Iglesias, Sarah Jennings, Merrily Teasley

Guests in Attendance: Rich Price (Jackson County Economic Development Office), Aaron Littlefield

Chairman Robert Jumper opened the meeting at 1:04 pm with introductions. A motion was made by Clifford Meads 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 10% for the fiscal year to date revenues collected, and discussion followed. A motion was made to approve financials by Ken Fernandez, seconded by Ken Taft. The motion passed unanimously. Darlene then presented a budget amendment. It was stated that the public hearing is set for June 17th at 1 pm. Discussion followed and a motion was made to approve the amendment by Ken Taft, seconded by Mary Lanning. The motion passed unanimously.

County Commissioner, Vicki Greene relayed two comments that were stated to her regarding public access points along the Tuckasegee River.

Clifford Mead, Marketing Committee, then stated that the Jackson County Visitor Guide is in the final stages of proofing. He urged the board to review the digital proof that will be emailed directly upon receipt in a day or two, stating to thoroughly check for omissions.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center Projects including presenting copies of the monthly analytics. She mentioned an increase of walk in traffic, Independence Day Celebrations, the upcoming FAM Tour and Anglers & Appetites filming excursion.

Ken Fernandez presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics. He discussed Tour de Cashiers, the new banner frame at the Cashiers crossroads and the upcoming Legislative Update with guest speaker County Commissioner Chairman Brian McMahan.

Under Action Items, Jumper stated that the Board will be voting on the draft proposal for a contract laborer. Discussion followed and a motion was made to approve the proposal for the position, to be posted May 21st - June 30th, by Clifford Meads, seconded by Mary Lanning. The motion passed unanimously.

Jumper stated that Secretary, Sarah Jennings has volunteered to revise the grant process with the help of Clifford Meads.

Rich Price, Jackson County Economic Development Office, stated that immediately following this meeting, an Economic Development Strategy Meeting is to be held focusing on captured aerial video for a video production. All Directors are welcome to attend.

Jumper then opened the floor to Aaron Littlefield to comment. Littlefield then stated that as a graduate of Western Carolina University and now resident of Jackson County, he would like to see the Tourism Development Authority's Hiking Trail/Waterfall map be more accessible online. He then presented a question on economic development and job creation. Commissioner Greene responded.

In closing, Jumper stated that he received a letter request to have all listings done separately. Discussion followed resulting in no action to be taken. A motion was made by Ken Fernandez, seconded by Mary Lanning, to adjourn the meeting. The motion passed unanimously.

The next meeting of the Jackson County Tourism Development Authority will be held on June 17th at 1:00 pm at the NCCAT, Cullowhee.



Sarah Jennings, Secretary
Jackson County TDA Board

Approved: