

**Jackson County Tourism Development Authority
Board of Directors Meeting
November 19, 2014**

MINUTES – PENDING APPROVAL

Present: : Alex Bell, Darlene Fox, Vicki Greene, Robert Jumper, Mary Lanning, Vick Patel, Brien Peterkin, Julie Spiro, Merrily Teasley

Absent: Cherie Bowers, Stephanie Edwards, Ken Fernandez, Jim Hartbarger, Ashley Iglesias, Mickey Luker, Clifford Meads, Julie Stockton, Debra Watson

Guests in Attendance: Quintin Ellison (Smoky Mountain News), Rich Price (Jackson County Economic Development Office), Mary Ann Baker (INNSights Marketing), Brian Broom and Pineapple PR representatives Deborah Stone, Sarah Bain and Brianna Wagenbrenner.

Chairman Robert Jumper opened the meeting at 1:10 pm and advised that with only seven members present, the board may not vote but they may hold a meeting. The minutes from the October 2014 meeting will be voted on electronically for approval.

Darlene Fox then presented the financial statements and discussion followed regarding the yearly audit. Approval of financials must be postponed until the meeting or voted on electronically. She then introduced Brian Broom as this year's auditor. Broom presented copies of a summary of the audit's outcome for the yearly revenues and expenses that outlined the TDA general fund balance after expenses at \$331,000.

Robert Jumper then stated that he has met with the County Commissioners to discuss the letters of recommendations for the upcoming vacant seats and the possibility of reducing the number of Board of Director seats in the future. The Commissioners want to research the potential and will contact the Chairman with a decision at a later date. Alex Bell, Chair, Governance Committee, stated that he shared the bylaws with Hendersonville's TDA. He responded to the reduction of seats for Board of Directors by stating that recognizing time constraints and commitment are important for anyone on the TDA.

Deborah Stone, Sarah Bain and Brianna Wagenbrenner of Pineapple PR presented the end of year review stating that Jackson County has been featured in 20 plus articles, has hosted 8 travel writers and has earned \$110,000 in advertising media value. That total does not include the upcoming two travel writers from Atlanta or the press release for the new website. Mary Ann Baker stated that all parties will be partnering for an end of year review. Robert stated that the Brandon Agency sent a brief message via Clifford Meads that the launch of the new website will possibly be next week.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center Projects including presenting copies of the monthly analytics and record breaking walk-in traffic, calls and Google reports for the month of October. She mentioned the Dillsboro Luminaires and its

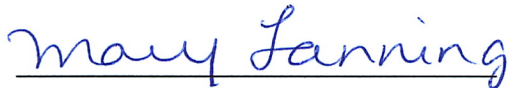
new Nativity Scene, Frosty and Rudolph walking downtown, and this year's new addition of music on the streets.

Under Discussion Items, Jumper stated that Clifford has a draft of the TDA Contract for the Executive Director position and that he will have it available at December's meeting. He asked if the meeting day and time was of convenience for the Board. Discussion followed and it was recommended to revisit the topic after the New Year. Jumper mentioned the TDA's Website Lead issue regarding privacy and value, and that he will follow up with the Brandon Agency.

Rich Price, of Jackson County Economic Development Office, mentioned that the Secretary of Commerce was in Jackson County last week and that he has 2 pending projects that he may discuss later after the New Year that will have a positive impact on the area. He stated that he will be working with Julie Spiro in the coming months to rebrand the Sylva and Dillsboro areas and urged the Board to encourage all residents and businesses to complete their survey.

Robert Jumper finished with stating that there were many great discussions and that all actions will be postponed until the next meeting or voted on electronically.

The next meeting of the Jackson County Tourism Development Authority will be held on December 10th at 1:00 pm at the NCCAT, Cullowhee.



Mary Lanning, Secretary
Jackson County TDA Board

Approved: