

**Jackson County Tourism Development Authority
Board of Directors Meeting
September 17, 2014**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Cherie Bowers, Stephanie Edwards, Ken Fernandez, Darlene Fox, Vicki Greene, Jim Hartbarger, Robert Jumper, Mary Lanning, Vick Patel, Brien Peterkin, Ashley Iglesias, Julie Spiro, Clifford Meads, Merrily Teasley

Absent: Bob Dews, Mickey Luker, Julie Stockton, Debra Watson

Guest in Attendance: Quintin Ellison (Smoky Mountain News), Mary Ann Baker and Barry Sanders (Brandon Agency).

Chairman Robert Jumper opened the meeting at 1:01 pm with introductions, including a review of June and August minutes. A motion was made by Clifford Meads to approve the months minutes, seconded by Alex Bell. The motion was passed unanimously.

Darlene Fox then presented financial statements highlighting August and the end of year budget while including a budget amendment for FY 14. The amendment increases advertising and promotion by \$17,945 and increases the TDA Tax Revenue by \$16,915 and penalty by \$1,030. Discussion followed and a motion was made by Alex Bell to approve financials, seconded by Clifford Meads. The motion was passed unanimously. Brien Peterkin motioned to approve the amendment. No second is required.

Clifford Meads presented the marketing report. The trademark for “Play On” is at the 30 day period. He stated it should be approved tomorrow and in hand in 8-10 days. He also stated that the board should be receiving monthly compiled reports containing information from Mary Ann Baker, Pineapple and the Brandon Agency.

Barry Sanders, of Brandon Agency, stated that the website is moving along with a launch date of November 14th. All content, provided by Stephanie Edwards and Julie Spiro, is currently in place and the last programming touches will be complete by November 1st, leaving the last two weeks available for edits and debugging. Barry then presented an internal process document of steps. The website is structured to be updated or altered depending on seasons or marketing demands. Barry then presented a screenshot document showing the latest Banner Ads that are being utilized on Trip Advisor, stating that next month he will present a productivity report on those ads.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center projects including monthly analytics, Google reports and the newly updated Jackson County TDA Waterfall and Hiking Trail Map. She mentioned area businesses coverage featured in Upstate Lake Living Magazine and Mountain Heritage Day this weekend starting Thursday.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center including Area Events: The 2nd Annual Cashiers Trail Mix had great participant numbers in the southeast regional audience and a significant increase in numbers for Cashiers Trail Mix Facebook page due to Facebook Development, with the help of Mary Ann Baker. Future Cashiers Area Events include: The upcoming Annual Leaf Festival, TDA grant recipient with an expected 4,000+ attendance; Activity with travel writers coming through with a good response; and getting ready for Choose and Cut. She distributed copies of the monthly analytics and also reported distribution of the Jackson County TDA Waterfall and Hiking Trail Map.

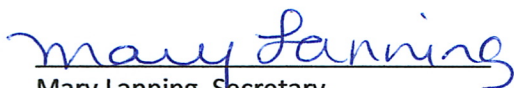
Jumper then opened the floor for discussion regarding the Executive Director position. Discussion followed regarding the job description and hiring process, including the necessity to outreach to surrounding counties to gather more information. Jumper stated that after meeting with County Manager Chuck Wooten, it was felt that the position is needed and that the County Commissioners are leaving it to the Board of Directors to decide whether the position should be a County or Contract Employee. Vicki Greene stated that contract employees do not have to be approved by the County Commissioners. Discussion followed. Jumper then asked if there is anyone who is in favor of having the Executive Director be a county employee? No affirmation was heard. The consensus was to have the position not be a county employee.

Merrily Teasley then stated that the Board should look toward the three entities already contracted to provide someone for the position. Jumper stated that the three companies will be contacted for the possibility of future presentations.

Jumper stated that the bylaws have a good structure for director attendance. However, unexcused consecutive absences of two or more times will require the board to take action. Jumper requested notification of a director's absence to be either a phone call, text message, or email to the Vice Chair, Brien Peterkin, Chair, Robert Jumper, Secretary, Mary Lanning, and Governance, Alex Bell. All absences, excused and non-excused will be reflected in future minutes.

A motion was then made to adjourn the meeting by Clifford Meads, seconded by Peterkin at 1:58 pm.

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


Mary Lanning, Secretary
Jackson County TDA Board

Approved: