

**Jackson County Tourism Development Authority
Board of Directors Meeting
September 15, 2015**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Stephanie Edwards, Darlene Fox, Vicki Greene, Jim Hartbarger (arrived at 1:55 pm), Henry Hoche, Sarah Jennings, Mary Lanning, Vick Patel, Julie Spiro, Ken Taft

Absent: Cherie Bowers, Kelly Custer, Ken Fernandez, Ashley Iglesias, Robert Jumper, Joey Laughridge, Clifford Meads, Merrily Teasley

Guest in Attendance: Mary Ann Baker (INNSights Marketing), Holly Kays (Smoky Mountain News), Rich Price (Jackson County Economic Development Office), Barry Sanders (The Brandon Agency)

On behalf of absent Chairman Robert Jumper, Vice-Chair Mary Lanning called meeting to order at 1:10 pm informally with no quorum present.

Darlene Fox then reviewed the highlights of monthly financial statements, stating that the totals are up 11% from the same time period last year.

Barry Sanders, of The Brandon Agency, presented a marketing update including a media schedule, paid advertisements, website lead analytics and fresh creative graphics for the new budget year including print and digital banner ads for epicurean, leisure travel/outdoor adventure and meetings and conferences/newly added target markets. Discussion occurred about geo targeting drive markets and whether ads are being published sufficiently in advance. Sarah Jennings asked about wedding destination inquiry's and Barry reported that advertisements are averaging 50% click thru's on Wedding Wire and the search engine optimization (SEO) and other key terms are being tracked to be shared with the board at a later date. Mary Lanning then reported on last month's blog discussion stating that a proposal will be distributed to the board for consideration at October's meeting.

Julie Spiro presented an update on Jackson County Chamber and Visitor Center projects including presenting copies of the monthly analytics. She mentioned TDA grant recipient activities, guide distributions and a great turnout for Mountain Faith's Welcome Home Parade.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics and highlights handout. She reported on the Cashiers Designer Showhouse and economic analysis, major events drawing out of town visitors and the choose and cut banner to promote visits later this year.

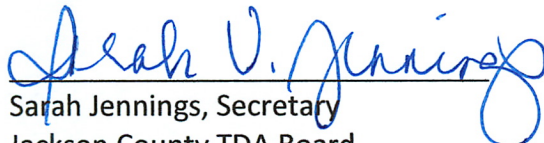
Mary Lanning invited volunteers to participate in the media meet up next week, as Clifford Meads is no longer available to attend, and distributed TDA Executive Director applications for review by voting members stating that Chairman Robert Jumper will follow up next week.

Sarah Jennings presented a draft of TDA grant guidelines for review stating that efforts were made to clarify eligibility, dates and other details. One provision was added to limit TDA recipients to receive monies no more than four years in an effort to emphasize the purpose of providing seed monies for new activities to attract overnight stays by visitors from beyond a two hour driving distance. No discussion occurred about raising the fund level. Stephanie Edwards mentioned that way finding beautification and other capital funding initiatives were discussed and it was agreed that those projects would be considered throughout the year and funded by budget amendments from contingency funds.

Mary Lanning then invited the board to submit candidates to fill upcoming vacancies and promoted the upcoming Glenville Historical Society meeting.

Meeting concluded at 1:55 pm.

The next meeting of the Jackson County Tourism Development Authority will be held on October 21st at 1:00 pm at the NCCAT, Cullowhee.



Sarah Jennings, Secretary
Jackson County TDA Board

Approved: