MEETING MINUTES
Jackson County Tourism Development Authority
Board of Directors Meeting
September 16, 2026 (Wednesday) @1:00 p.m.
The Village Green, Lewis Hall, Cashiers

Call to Order/Roll Call
The meeting was called to order at 1:00 p.m. by Mr. Collins. Mr. Collins expressed thanks to The Village Green for hosting the meeting.

Present:

Dale Collins, Chair	Executive Director Nick Breedlove
Darlene Fox, Ex-Officio Board Member (Via Zoom)	Craig Smith, Board Member (Excused Absence)
Todd Vinyard, Ex-Officio Board Member	Mandi Cantrell, Board Member (Unexcused Absence)
Peter Evers, Board Member (Unexcused Absence)	Jack Austin, Board Member
Jenny Lynn Hooper, Ex-Officio Board Member	Trevor Brown, Board Member
Susan Sapienza, Ex-Officio Board Member	John Faulk, Board Member
Brett Stewart, Board Member (Via Zoom)	Jason Kimenker, Board Member
Cheryl Osborne, Clerk to the Board (Via Zoom)	Nicole Klein, Madden Media
Ashley Svarney, LHG	Samantha Nelson, TDA Social Media Manager
Eden Wilson, Assistant Director, Jackson County Chamber of Commerce	

Approve Agenda

MOTION*: Trevor Brown moved to approve the agenda. John Faulk seconded. The motion carried.*

Public Comment

None

Updates from Chair, Secretary, Vice Chair

None

County Commissioner Updates

Commissioner Hooper provided an update on a recent meeting regarding potential cost-saving options for maintenance of schools and the bus garage, though specific details were not disclosed.

Review and Approval of August 19, 2026 Meeting Minutes

Minutes of the meeting are available on the JCTDA website. Minutes were also attached to the agenda for this meeting. No comments were made.

MOTION*: Trevor Brown moved to approve the August 19*, 2026 *meeting minutes. Jack Austin seconded. The motion carried.*

Review and Approval of August 31, 2026 Financial Report

Ms. Fox presented the financial reports highlighting August collections. A highlight was room occupancy tax collections of $591,800.77 and year-to-date collections of $1,058,397, which is 30.94% of budget.

MOTION: *Trevor Brown moved to approve the August 31, 2026 financial reports. John Faulk seconded. The motion carried.*

JCTDA Director's Brief / Social Media Report

The Director's Brief was attached to the agenda for this meeting. Mr. Breedlove and Ms. Nelson presented the highlights as follows:

- Increased tourism numbers in Jackson County, with August rental and overnight stay numbers up significantly.
- Collections reached $591,000 in one month, exceeding the entire year's collection for 2012-13, and both Airbnb and VRBO platforms showed record-high performance.
- A groundbreaking ceremony for a restaurant project at The Village Green was announced for October 12th.
- The board will need to appoint two additional members in December.
- Ms. Nelson gave the results of social media activities for August, noting over 6 million impressions, 98,000 link clicks, and over 1 million video views across all channels.
- Ms. Nelson manages the video process by planning shots 45-60 days in advance. Mr. Breedlove reported that the content is being saved frequently as itineraries, with 454 saves recorded.

Jackson County Chamber Director Report

The Chamber Director's Report was attached to the agenda for this meeting. Mr. Vinyard noted that the Dillsboro Friends Night Out and the Jackson County 175th Birthday celebrations were successful. He highlighted several recent achievements including ribbon cuttings, a successful train trip fundraiser that raised over $3,000 for the sheriff's department, and upcoming events including a Dillsboro Town Hall grand opening on September 24th.

Cashiers Area Chamber Director Report

The Chamber Director's Report was attached to the agenda for this meeting. Ms. Sapienza reported increased visitor numbers with 98 visitor interests recorded in the past month, distributed over 4,000 visitor guides, maps and brochures, and achieved their goal of reaching 10,000 combined social media followers across their channels.

Partner Updates – Madden/LHG

Ms. Klein reported on Madden's August advertising activities.

Ms. Svarney summarized the LHG PR actions for August.

New Business

None

Updates from individual Board Members / Announcements

- Trevor Brown noted that Livingston's Photo has many old photographs of Jackson County.
- Jason Kimenker announced that Friends of Panthertown will monitor the existing trail counter system and continue using the virtual platform, while awaiting the ability to order new hardware from TRAFx.
- Jason Kimenker noted that anyone interested in donating in honor of Dolly Parton can direct donations to the Literacy Council of Cashiers for the local Imagination Library program.

Announcements

Mr. Collins announced that the October board meeting will be skipped, allowing board members to enjoy the fall weather.

Adjourn

MOTION: *John Faulk moved to adjourn. Jason Kimenker seconded. The motion carried.*

The meeting was adjourned at 1:48 p.m.

Next Meeting

The next meeting will be held on November 12, 2026 at JCTDA Headquarters at 1:00 p.m.

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Craig Smith, Secretary
Jackson County TDA Board
Approved: November 18, 2026