



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,  
CHEROKEE, DILLSBORO AND SYLVA

**Jackson County Tourism Development Authority  
Board of Directors Meeting, March 15, 2017, 1:00 p.m.**

North Carolina Center for the Advancement of Teaching  
276 NCCAT Drive, Cullowhee, NC 28723

- 12:50 p.m. Sign in for public comment
  - 1:00 p.m. Public comment
  - 1:03 p.m. Call to order/Roll call
  - 1:05 p.m. New Board Member Introductions
  - 1:10 p.m. Review and approval of Feb. 15 minutes
  - 1:11 p.m. Review and approval of year-to-date financial report
  - 1:12 p.m. Budget Amendments – Director & Technology Budget
  - 1:14 p.m. Committee reports: Personnel & Governance, Marketing
  - 1:17 p.m. Magellan Strategy Group
  - 1:20 p.m. Executive Director Job Description
  - 1:25 p.m. Executive Director Authorizations
  - 1:28 p.m. Lease with Jackson County for Office Space – PIN 7641-08-6408
  - 1:33 p.m. Mainspring Conservation Trust – Sharon Taylor
  - 1:40 p.m. Advertising Request - SML
  - 1:41 p.m. Printing: Solar Eclipse Rack Cards, Merchant Tips
  - 1:42 p.m. VisitNC Advertising buys – March 19
  - 1:43 p.m. Draft of Human Resources Policy – Ann Self
  - 1:50 p.m. Record Retention Policy Discussion – Ann Self
  - 1:53 p.m. Jackson County Chamber activity report
  - 1:58 p.m. Cashiers Chamber activity report
  - 2:03 p.m. Director Report Highlights
  - 2:08 p.m. WNC Outdoor River Adventures presentation – Kelly Custer
  - 2:18 p.m. May meeting date change from May 17 to 24
  - 2:20 p.m. Announcements – *April meeting location reminder: WCU*
- Adjourn