



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

**Jackson County Tourism Development Authority
Board of Directors Meeting
September 21, 2016 (Wednesday), 1:00 p.m.
Marketing Committee Meeting preceding at 11:30 a.m.
North Carolina Center for the Advancement of Teaching, Room 130
276 NCCAT Drive, Cullowhee, NC 28723**

- 12:50 p.m. Sign in for public comment
- 1:00 p.m. Call to order/Roll call
- 1:02 p.m. Review and approval of August minutes
- 1:04 p.m. Review and approval of year-to-date financial report
Discussion and approvals of any amendments
Budget Amendment
- 1:07 p.m. Recognize Vice Chair, Secretary, and Commissioner Representative,
Government Officials
- 1:10 p.m. Committee reports, Governance, Marketing
- 1:15 p.m. Jackson County Chamber activity report
- 1:18 p.m. Cashiers Chamber activity report
- 1:21 p.m. Director Report Highlights
Full Director's Report / Web & Social Analytics / Publicity
- 1:25 p.m. Magellan Strategy Group study
- 1:30 p.m. Introduce Jackson County Commissioners Chairman Brian McMahan and
Jackson County Manager Don Adams
- 1:33 p.m. Rawle Murdy presentation of new creative campaign and tourism video
- 1:55 p.m. Public comment (per sign in sheet)
- 1:58 p.m. Announcements
- 2:00 p.m. Adjourn