



Swain County Tourism Development Authority  
Board of Directors Meeting Minutes  
01-10-2024 Regular Meeting

Present (Voting): Shannon Lackey, Andy Bhakta, Kevin Seagle, Erin Smith, Cheryl Taylor, PattiJo Taylor, Chairman Jeremiah Wiggins arrived @ 12:10p.m., Eugene Shuler arrived @ 12:20p.m.

Absent (Voting) Janene Lancaster

Present (Ex-Officio) Kevin King, County Manager

Absent (Ex-Officio): Cally Elliott, Swain County Finance Officer

TDA Staff: Mary Anne Shea, Rita Jones

Commissioner: None

Attendees: None

This meeting was called to order at 12:03p.m. by acting chair, Shannon Lackey. Prayer by Cheryl Taylor. No changes to the agenda.

Andy Bhakta made a motion to approve the meeting minutes from:

- I. 12/13/2023 Regular Meeting
- II. 12/13/2023 Executive Session
- III. 12/20/2023 Executive Session
- IV. 12/21/2023 Executive Session

Cheryl Taylor seconded the motion. All in favor. Motion carried.

Public comment: None

Executive report:

Marketing and Public Relations:

- Pineapple PR is waiting on the statistics on the episode of Small Town Christmas. This episode will air each year with other prior year episodes.
- Pineapple PR monthly report is attached via email.
- 2024 Visitor Guide is now at the printer.
- The Fly-Fishing Capital microsite has launched. You may view it at [www.flyfishingcapital.com](http://www.flyfishingcapital.com). Pineapple is looking for fly fishing Instagram influencers to help promote it.
- The Visit App has launched on our website and is available to visitors on their mobile devices.
- We are experiencing rapid growth on our website's statistics due to search optimization.



Financial

December occupancy tax is \$169,676.03 an increase of 8% over last year, and 78% over 2019.

The financial report is attached to your meeting email notice.

Administrative & Committees:

- Status on Event Planner Hiring, committee recommends readvertise the job under a different title.
- Beautification committee gave report on light show proposal from Mosca.
- Placement of remaining EV Charging stations, Kevin Seagle will work with Kurt Angel on this project.
- Finance—Nothing new to report
- Marketing—Nothing new to report
- EIN number is now in place for TDA.
- Craft Hr Solutions for April 1<sup>st</sup> implementation.

Board Discussion:

The board discussed having an MOU with Swain County for the event park for a term of 10 years. Especially if they were to decide to purchase the Christmas light show from Mosca. It was decided to present to the Swain County commissioners at their meeting on Jan. 23 the MOU from Swain County to the TDA for a 10-year period.

Erin Smith then made a motion to buy the Christmas Light Show from Mosca at the cost of \$481,443.00 pending the approval of the MOU from the county commissioners. Eugene Shuler seconded this motion. All in favor. Motion carried. Quote: JGM-011024-B1. Mary Anne and Rita left the meeting at 1:20p.m.

The meeting was adjourned at 1:59 p.m.

Board Member Signatures:

Chair Jeremiah Wiggins \_\_\_\_\_

Andy Bhakta \_\_\_\_\_

Shannon Lackey \_\_\_\_\_

Janene Lancaster \_\_\_\_\_

Kevin Seagle \_\_\_\_\_

Eugene Shuler \_\_\_\_\_

Erin Smith \_\_\_\_\_

Cheryl Taylor \_\_\_\_\_

PattiJo Taylor \_\_\_\_\_