



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
02-14-2024 Regular Meeting

Present (Voting): Shannon Lackey (Presiding Chair), Janene Lancaster, Kevin Seagle, Erin Smith, Cheryl Taylor, PattiJo Taylor, Eugene Shuler arrived @12: 15p.m

Absent (Voting) Jeremiah Wiggins, Chairman, Andy Bhakta

Present (Ex-Officio) None

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

TDA Staff: Mary Anne Shea, Rita Jones, Selena Hyde, Kerry Peek

Commissioners: None

Attendees: Jay Mallas, Mosca Design (Presentation of Light Show 2024)

This meeting was called to order at 12:03p.m. by acting chair, Shannon Lackey. No Pledge of Allegiance, prayer by Cheryl Taylor.

Changes to the agenda: None

Cheryl Taylor made a motion to approve the meeting minutes from 01/10/2024. Erin Smith seconded the motion. All in favor. Motion carried.

Cheryl Taylor made a motion to approve the Executive Session minutes from 01/10/2024. PattiJo Taylor seconded the motion. All in favor. Motion carried.

Public comment: None

Jay Mallas from Mosca Designs presented the updated version of the 2024 Christmas Light Show.

Eugene Shuler made a motion to approve the cost of Mosca to **install** the light show for \$175,000.00. PattiJo Taylor seconded the motion. All in favor. Motion carried.

Rita Jones gave an update regarding the HR for the TDA employees that is to be implemented as of 04/01/2024.

Executive Report by the Director:

Marketing and Public Relations:



- 2024 Visitor Guides to be delivered any day
- Pineapple PR monthly report is attached via email.
- Marketing focus is on spring break and summer travel. Many cabins are already booked for June and July.
- Due to having a new Christmas Light show for 2024, we will start promoting it so people will go ahead and book their cabins and Polar Express tickets before they sell out.
- We have partnered with the state tourism office to host 6 adventure travel leaders in June from AdventureElevate North America 2024.

Financial

December occupancy tax is \$123,171.24. The financial report is attached to your meeting email notice.

Budget

- We are currently 2 months behind in budget planning due to director transition. The March meeting will be held at Mckinley Edwards Inn as we have done in the past. A suggestion would be for the board to look at the needs at event part for parking, electricity, and other improvements.
- Expenditures for light show:
 - Light Show: \$481,442.00
 - First Year Expenses: \$265,000
 - Total: \$746,442.00

Administrative & Committees:

- Status on Event Planner Committee –Update
- Executive Director committee will update after the executive session.
- Beautification committee will meet regarding Flower Program 2024 and Christmas 2024
- Placement of remaining EV Charging stations, Kevin Seagle will work with Kurt Angel on this project.
- Marketing—Will meet in March to discuss 2024-2025 marketing plan.
- Reminder: **April Meeting will be Wednesday April 24**, due to Spring Break.

Board Discussion:

Shannon Lackey talked about the 2% that the commissioners need to vote on hopefully at their next meeting.

Erin Smith made a motion to suspend the regular meeting, and to go into executive session. Eugene Shuler seconded the motion. All in favor. Motion carried.

Mary Anne and Rita left the meeting at 1:35 p.m.



The meeting was again called to order at 2:20 after the executive session. A motion was made and seconded to offer the Executive Director position to candidate Sarah Pressley. (Record not made of motion makers). All in favor, motion carried.

The meeting adjourned at 2:35 p.m.

Board Member Signatures:

Chair Jeremiah Wiggins _____

Andy Bhakta _____

Shannon Lackey _____

Janene Lancaster _____

Kevin Seagle _____

Eugene Shuler _____

Erin Smith _____

Cheryl Taylor _____

PattiJo Taylor _____