



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
03-15-2023 Regular Meeting

Present (Voting): Shannon Lackey, Janene Lancaster, Andy Bhakta, Erin Smith, Cheryl Taylor,
Eugene Shuler arrived @12:13p.m., Jeremiah Wiggins, Chair arrived @12:27 p.m.

Absent (Voting): Afton Roberts, PattiJo Taylor

Present (Ex-Officio) None

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

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

Attendees: Jay Mallas, and Joel Mosca from Mosca Design

The meeting was called to order by acting chair Shannon Lackey at 12:07p.m. The Pledge of Allegiance was given followed by a prayer from Cheryl Taylor.

Changes to the agenda. Chairman Wiggins made a motion that the Executive Session be moved up to before the Executive Director being some board members needing to leave early. Janene Lancaster seconded the motion. All in favor. Motion carried.

Erin Smith made a motion to accept the minutes from 01/25/2023. Cheryl Taylor seconded the motion. All in favor. Motion carried.

Erin Smith made a motion to accept the Executive Session minutes from 01/25/2023. Cheryl Taylor seconded the motion. All in favor. Motion carried.

Public Comment: None

Presentation of Mosca Design for Light Show Options given by Jay Mallas and Joel Mosca.

After the Mosca presentation, Chair Wiggins made a motion to go into Executive Session G.S. 143-318.11(a) at 1:20p.m. Cheryl Taylor seconded the motion. All in favor. Motion carried.

The regular meeting resumed at 2:00p.m. Janene Lancaster left at 2:00 p.m., Eugene Shuler left at 2:10 p.m., Andy Bhakta left at 2:15 p.m.

Executive Report given by Mary Anne Shea

Marketing and Public Relations:

- Website statistics for February
- The February Public Relation report is available on request this month. It is not printed due to high volume of ink and paper.



- Marketing banners for Main Street light poles, updates on shopping/dining guide, pet-friendly guide, website updates and blog posts, multiple website posts, video and photo shoot for reels and social media. Also, advertising for Strawberry Jam Half Marathon/5K.
- Visitor totals attached.

Financial

- January occupancy report up 6%. \$114,489.18
- Budget research ongoing.
 - Met with Town planning board regarding light poles for Christmas décor.
 - Researching market initiatives, co-ops, and pricing
 - Met with Gabe from Gabriel’s Christmas to plan for Christmas décor 2023.
 - Received one bid for the downtown flower program, contract awarded to Naturally Green.

Administrative & Committee:

- April meeting on the 19th
- Power is now on the EV charging stations. Kurt Angel is working to get them up on the WIFI.
- The Kid Zone upgrade is complete.
- Construction on Fly Fishing Museum photos available, hoping for late April/May opening date.

Beautification Committee:

- Met on March 16, Christmas décor and Corner 1 of Four Corner Project discussed.

The meeting was dismissed at 2:27 p.m. No vote due to not having a quorum for adjournment.

Board Member Signatures:

Chair Jeremiah Wiggins _____

Andy Bhakta _____

Afton Roberts _____

Shannon Lackey _____

Janene Lancaster _____

Eugene Shuler _____

Erin Smith _____

Cheryl Taylor _____

PattiJo Taylor _____