



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
04-19-2023 Regular Meeting

Present (Voting): Shannon Lackey, Janene Lancaster, Erin Smith, Cheryl Taylor, Patti Jo Taylor
Absent (Voting): Andy Bhakta, Eugene Shuler, Jeremiah Wiggins
Present (Ex-Officio) Kevin King, Swain County Manager
Absent (Ex-Officio): Cally Elliott, Swain County Finance Officer
TDA Staff: Mary Anne Shea, Rita Jones, Selena Hyde
Attendees: Jay Mallas, from Mosca Design for Light Show Operations, Julie Thorner, Liquid Spark, Kord Walls, Great Smoky Mountains Railroad, Larry Griffin, Smoky Mountain Times

The meeting was called to order by acting chair Shannon Lackey at 12:03 p.m. The Pledge of Allegiance was given followed by a prayer from Cheryl Taylor. Changes to the agenda: None

Cheryl Taylor made a motion to accept the Regular Meeting minutes from 03-15-2023. Janene Lancaster seconded the motion. All in favor. Motion carried. Erin Smith made a motion to accept the Special Meeting minutes from 03-15-2023. Janene Lancaster seconded the motion. All in favor. Motion carried.

Public Comment: None

Kord Walls from Great Smoky Mountain Railroad gave an update on the ridership from 2022 being 280,250. Polar Express has the biggest percentage of ridership.

Jay Mallas from Mosca Design made an updated presentation of the Christmas Light show proposal to include changes asked for by the board.

Rita Jones gave an update about the new Fly-Fishing Museum, that the moving of artifacts from 210 Main Street, going to 117 Island Street is now happening. Hope to have a soft opening on May 05 when the Farmers Market opens for the season.

Executive Report was then given by Mary Anne Shea

Marketing & Public Relations:

- Strong traffic from Google organic and social media
- Public Relations Report attached.



- Visitor totals attached.
- Working on a new website for fly-fishing museum—this will be a microsite within ExploreBrysonCity.com to encourage lodging and attractions.
- Finalizing RFP for marketing agency, updating website with blogs and other new content, Blue Ridge Outdoors editorials, van wrap design.

Financial:

- February occupancy tax was \$95,895.28.
- The first draft of the budget should be ready early in May, which will be reviewed at the next meeting.

Administrative & Committee:

- Mary Anne met with Kim Albritton and Kord Walls from the railroad in April to discuss putting a kiosk in Railroad Square to provide train riders with information about other things to do in Swain County
- Discussion regarding the clean up the red caboose.

Beautification Committee:

- Once we get a final proposal from Gabriel’s Christmas, we will call for a committee review of it.

Shannon Lackey made a motion to adjourn the meeting. Erin Smith seconded the motion. All in favor. Motion carried.

The meeting adjourned at 2:00 p. m.

Board Member Signatures:

Chair Jeremiah Wiggins _____

Andy Bhakta _____

Afton Roberts _____

Shannon Lackey _____

Janene Lancaster _____

Eugene Shuler _____

Erin Smith _____

Cheryl Taylor _____

PattiJo Taylor _____