



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
06/12/2024 TDA Regular Meeting

Present (Voting): Interim Chair, Shannon Lackey, Janene Lancaster, Kevin Seagle, Cheryl Taylor, PattiJo Taylor, Jeremiah Wiggins, Andy Bhakta @12:19 p.m.

Absent (Voting) Eugene Shuler, Erin Smith

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

Absent (Ex-Officio): Lottie Barker, Interim County Manager

TDA Staff: Srah Conley, Rita Jones

Attendees: Mary Anne Shea, Nicholas Nichols

The meeting was called to order at 12:12 p.m. following the Budget meeting. The pledge and prayer at previous meeting.

Jeremiah Wiggins made a motion to approve the meeting minutes from 05/08/2024. Cheryl Taylor seconded the motion. All in favor. Motion carried.

Public Comment: None

Executive Director Sarah Conley presented her executive report as follows:

Marketing & Public Relations

- Social reporting for summer traffic is picking up.
- Working on final contracts for media flow and content calendar for fiscal year.
- Met with regional TDA directors discussing Occupancy Tax patterns for surrounding counties. Also, discussed the closing of the Fishing Hatchery and ways to advocate awareness of these effects with have on the fishing industry in our area.
- Christmas Light Show marketing rolling out.
- Finalizing the final layout of the light show path at event park.
- Met with GSMR to discuss Red White and Steam Street festival July 3-5

Financial

- April occupancy tax was \$128,244.80 which is trending down from previous years.

Administrative & Committees



- Met with HR Craft to complete the SCTDA Employee Handbook.
- Completed the Benefit Handbook and enrolled the 5 full-time employees.
- Completed a mock payroll run with ADP getting ready for July 01.
- Met with Lottie to put into place the transition of employees from county to TDA.
- Completed personnel files for all employees.

Beautification

- This committee will meet in a couple of weeks to finalize the Christmas Décor.

Board Discussion:

Jeremiah Wiggins gave an updated report on the Strawberry Jam Race and his perspective on it regarding adding elementary school children.

Jeremiah also brought up a request for funding in the amount of \$5,000.00 for the Swain County High School Cross Country Track Team state rings. This is due to them helping with the Strawberry Jam Race for 2024.

Interim Chair, Shannon Lackey made a motion to the TDA approve the \$5,000.00 for the Swain County Cross Country Track Team state rings.

- After much discussion the board made the decision that for the TDA to support the giving of the \$5,000.00 there should be some requirements put into place going forward.
- The current coaches Ian Roper and Keith Payne should come before the TDA Board ask for the money not a TDA Board member.
- The track team members fill out contracts with the TDA for 334 hours to be worked at any TDA function where volunteers are needed.
- The current track coaches are the keepers of the contract hours for each member that is sponsored by the TDA.

Jeremiah Wiggins seconded the motion for the \$5,000.00 to the Swain County Cross Country Track Team state rings if all the qualifications are met. All in favor. Motion carried.

PattiJo Taylor made a motion to send a formal request to the Swain County Commission Board of the chairperson that the TDA Board would like to have for 2024-2025 and that would be Cheryl Taylor. Also, the following names to take positions on the TDA Board for those leaving. Andy Bhakta, Gianna Carson and Colby Hyatt. Jeremiah Wiggins seconded the motion. All in favor. Motion carried.

PattiJo Taylor made a motion to adjourn the meeting. Janene Lancaster seconded the motion. All in favor. Motion carried.



Meeting adjourned at: 1:38 p.m.

Board Members Signatures:

Interim Chair Shannon Lackey _____

Andy Bhakta _____

Janene Lancaster _____

Kevin Seagle _____

Eugene Shuler _____

Erin Smith _____

Cheryl Taylor _____

PattiJo Taylor _____

Jeremiah Wiggins _____