

**Swain County Tourism Development Authority  
Board of Directors Meeting Minutes  
07-13-2022 Regular Meeting**

**Present (Voting):** Jeremiah Wiggins, Chairman, Afton Roberts, Shannon Lackey, PattiJo Taylor, Erin Smith, Eugene Shuler

**Absent (Voting):** Janene Lancaster, Andy Bahkta, Cheryl Taylor

**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

**Attendees:** None

The meeting was called to order by Chairman Wiggins at 12:10 pm. Pledge of Allegiance was given.

Changes to the agenda asked for. Chair Wiggins suggested that Shannon Lackey provide an update on the EV charging stations. No vote taken due to not having a quorum at this time. All members in agreement.

Chair Wiggins introduced the new board member PattiJo Taylor and welcomed her to the board.

Chair Wiggins asked that the General Overview of 2022-2023 Board Rules and Procedures Policy be tabled until the regular meeting in August 2022.

Public Comment. None

Executive Report: Mary Anne Shea

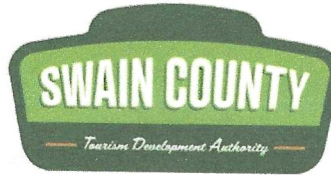
**Marketing And Public Relations**

- Website:
  - Google Analytics Reports
  - Social Media & Google Organic are our top referrals to the website.
  - Working on media pages and storyboards, also overall Search Engine Optimization
- Public Relations—June report attached
- Visitor totals for the visitor center and aquarium

**Financial**

- May occupancy tax collections are \$170,004.68
- Chamber Freedom Fest pay out: The TDA Board approved to pay \$10,400 direct payments to vendors of Freedom Fest. The actual invoices came in at \$5,499.00

**Administrative & Committees**



- New fly-fishing building should break ground in two weeks. The county manager is working with the county attorney on the MOU for the new fly-fishing building.
- Beautification Committee:
  - Plans for Christmas décor 2022 are in progress.
  - Four Corner project is on hold pending revisions from architect
- Finance Committee: Nothing new to report
- Marketing Committee: Nothing new to report

**Board Discussion:**

Shannon Lackey gave a report on the EV charging stations being installed behind the visitor center. For right now only two stations will be up and running. The county would like to see the use numbers before installing all 5 which equal ten parking spots taken out of the parking lot which is public parking.

Eugene Shuler arrived at the meeting at 12:22 p.m. Afton Roberts arrived at 12:50p.m. Due to now having a quorum the board could vote on the following minutes.

Afton Roberts made a motion to approve the Meeting Minutes of 06-08-2022 regular session and the 06-08-2022 Executive Session. Shannon Lackey seconded the motion. All in favor. Motion carried.

Eugene Shuler made a motion to adjourn the meeting. Afton Roberts seconded the motion. All in favor. Motion carried.

Meeting adjourned at 1:27p.m.

**Board Member Signatures:**

Chair Jeremiah Wiggins \_\_\_\_\_  
Andy Bhakta \_\_\_\_\_  
Afton Roberts \_\_\_\_\_  
Shannon Lackey \_\_\_\_\_  
Janene Lancaster \_\_\_\_\_  
Eugene Shuler \_\_\_\_\_  
Erin Smith \_\_\_\_\_  
Cheryl Taylor \_\_\_\_\_  
PattiJo Taylor \_\_\_\_\_