



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
Wednesday, July 10, at 12:00 noon

Present (Voting): Chairwoman, Cheryl Taylor, Andy Bhakta, Phillip Carson, Sr, Robin Fronrath, Janene Lancaster, Adria Litzau, Erin Smith, Pattijo Taylor, and Jeremiah Wiggins

Absent (Voting): None

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

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

TDA Staff: Sarah Conley, Rita Jones, Selena Hyde

Commissioner None

Attendees: Mary Anne Shea, Karen Wilmot, Isaac Herrin

This meeting was called to order at 12:00 p.m. by Chairwoman, Cheryl Taylor. The Pledge of Allegiance was given. Prayer by Cheryl Taylor.

Call for any changes to the agenda. None

Pattijo Taylor made a motion to approve the Minutes from 06/12/2024 on the Budget Hearing. Janene Lancaster seconded the motion. All in favor. Motion carried.

Erin Smith made a motion to approve the Minutes from 06/12/2024 Regular Meeting. Pattijo Taylor seconded the motion. All in favor. Motion carried.

Introduction of all New Board Members: Commissioner Phillip Carson, Sr, Adrien Litzau, Robin Fronrath and Andy Bhakta.

Distribution and review of the 2024-2025 TDA Binders. Also, went over the TDA Rules and Procedure Policy.

Due to conflicting schedules for the meeting in August. Pattijo Taylor made a motion to move the meeting to Thursday August 15, 2024, at 12:00 p.m. instead of the Wednesday before. Janene Lancaster seconded the motion. All in favor. Motion carried.

Erin Smith made a motion to approve the Rules and Procedure Policy for 2024-2025 for the TDA Board. Andy Bhakta seconded the motion. All in favor. Motion carried.



Public Comment: None

Executive Director Report presented by Sarah Conley.

Marketing and Public Relations:

- Marketing projects:
 - Selena has been updating all photos and listings on website.
 - Printed out 4th of July specialty events calendar.
 - Smoky Mountain Christmas Light Show Spectacular Page is up and running.
 - Meeting with Our State to begin outline for featured article for end of August.
 - Working with Concord Creative on updating campground features and photos.
 - Hosted Adventure Elevate for 2-day Bryson City promotion.
 - Hosted Visit NC Social Media Team for extended weekend.
 - Replenished all rack cards for the visitor center.
 - Working on County wide Bike Trail rack card.

Financial:

- May occupancy report is \$213,849. Great month

Administrative & Committees:

- Beautification
 - The downtown Christmas Light contract with Gabriel has been secured for 2024.
 - Event Property
 - A proposal was brought to the board regarding things needed at the event park as follows:
 - 3 12' ceiling cooling fans cost \$4,199.00 each
 - 4 Loads of #89 Stone \$950.00 each load
 - Electrical 50-amp Boxes for food trucks (4) \$11,169.50 (Poppens do the electrical)
 - Wiring for fans & lighting for the food trucks. \$500.00
 - Total expenditures for this is \$28, 066.50

Andy Bhakta made a motion to approve the amount for \$24,916.50. Due to a discrepancy in the cost of the fans once the order was put Sarah approved the \$3,170.18 difference for the fans. Janene Lancaster seconded the motion, wanting us to also look into getting some cooling stations. All in favor. Motion carried.

HR

- Finalized and published Employee Handbook
- Finalized ADP enrollment for Payroll Account and ran our first independent payroll.



- Met with Lisa in County payroll to coordinate reporting of sick leave and paid time off process.
- Met with full-time and part time staff to review all policies and procedures and time sheet process.
- Gathered Emergency contact information & medical emergency forms from all employees.
- Posted all NC Labor & OSHA Law information at Visitor Center and Aquarium.

Selena Hyde gave an update of all that she does regarding marketing, delivering of rack cards downtown, also helping with everything at the visitor center.

Board Discussion:

2024/2025 Budget Amendment, LGERS which is the employee retirement system has upped the amount of contribution from employers. It went from 7.6% to 13.65% starting July 01, 2024.

Cheryl made a motion to approve the additional percentage contribution for LGERS retirement for the full-time employees. Erin Smith seconded the motion. All in favor. Motion carried.

The MOU for the Aquarium/Fly Fishing Museum was discussion once again. A new MOU will be written up for the meeting in August to look at and approve or redo. The board would like to have something in writing stating that they will be more than willing to pay for any expense up to \$5,000.00. After that amount they would like the county to go 50/50 for any expense.

Jeremiah Wiggins gave an update on the parking study that had been held up due to all the construction downtown. That will be starting up in the coming month.

Talk about setting up a sub-committee for the event park.

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

Meeting adjourned at 1:20 p.m.

Board Member Signatures:

Chairwoman Cheryl Taylor _____

Andy Bhakta _____

Phillip Carson Sr _____

Robin Fronrath _____

Janene Lancaster _____

Adrian Litzau _____



Erin Smith _____

Pattijo Taylor _____

Jeremiah Wiggins _____