



Swain County Tourism Development Authority  
Board of Directors Meeting Minutes  
07-12-2023 Regular Meeting

Present (Voting): Chairman Jeremiah Wiggins, Andy Bhakta, Erin Smith, Eugene Shuler, Kevin Seagle, Cheryl Taylor, PattiJo Taylor

Absent (Voting): Shannon Lackey

Present (Ex-Officio) None

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

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

Attendees: David Huskins from Smoky Mountain Host

This meeting was called to order at 12:05 p.m. by Chairman, Jeremiah Wiggins. The Pledge of Allegiance was given followed by prayer from Cheryl Taylor.

Changes to the agenda: Chairman Wiggins added David Huskins in other Board Discussion regarding the Corridor Study. Also, Eugene Shuler would like to discuss changing the meeting time under other Board Discussion. No vote was taken.

Public Comment: None

Erin Smith made a motion to approve the Public Hearing Minutes for 06/14/2023. PattiJo Taylor seconded the motion. All in favor. Motion carried. Erin Smith made a motion to approve the Regular Meeting Minutes for 06/14/2023. PattiJo Taylor seconded the motion. All in favor. Motion carried.

Chairman Wiggins welcomed new board member Kevin Seagle, Chair of Swain County Board of Commissioners. Erin Smith and Jeremiah Wiggins recognized as reappointments to the board. Chair Wiggins then gave the board members the 2023-2024 binders. New in the meeting packets this year will be attendance record.

Mary Anne Shea then gave the Executive Director report:

Marketing and Public Relations:

- Marketing projects:
  - Onboarding a new graphic designer and project manager for marketing
  - Van Wrap will be applied to van July 25, 2023
  - Now working with Concord Creative for TikTok and Facebook reels.
  - Updating website with new blogs.
  - Enhanced Nantahala Gorge page with all there is to do there; access to the river, picnic areas, restaurants, waterfalls fishing guides restrooms, along with rafting and. ziplining.



- Rebranding the aquarium campus and its three attractions: Aquarium, Fly Fishing Museum, and Farmers Market. Also, this will be a microsite site on ExploreBrysonCity.com.
  - Branding and promotion of the term “fly fishing capital of the south”
  - Fly Fishing Museum
  - Aquarium
  - Information on all creeks, rivers, lakes
- Branding and logo design for the new water park.
- Google Analytics and Public Relations reports attached.
- Rita Jones gave an update on the Strawberry Jam Race expenditures final tally.
- Rita is also working on getting a DOT sign for the 4-lane relative to the Fly-Fishing Museum.

Financial: May occupancy tax report is \$153,284.98.

Administrative & Committees:

- Beautification - Once we get the final proposal from Gabriel’ Christmas we will call for a committee meeting.
- Finance—Nothing to report.
- Marketing—Nothing to report.

Board Discussion:

Chairman Wiggins introduced David Huskins from Smoky Mountain Host to talk about the Corridor Study from Wesser Creek to Dillsboro and the 2% occupancy tax that is in Raleigh. Kevin Seagle left the meeting at 1:45 p.m.

Eugene Shuler requested that the board change the time of the TDA meetings to help all the members that have businesses open during the day. Eugene made a motion to move the TDA board meeting to 2<sup>nd</sup> Tuesday of the month at 5:30 p.m. Seconded by Andy Bhakta. All in favor. Motion carried.

Cheryl Taylor made a motion to adjourn the meeting. Eugene Shuler seconded the motion. All in favor. Motion carried. The meeting ended at 1:50 p. m.

Board Member Signatures:

Chair Jeremiah Wiggins \_\_\_\_\_

Andy Bhakta \_\_\_\_\_

Shannon Lackey \_\_\_\_\_

Kevin Seagle \_\_\_\_\_

Eugene Shuler \_\_\_\_\_

Erin Smith \_\_\_\_\_

Cheryl Taylor \_\_\_\_\_

PattiJo Taylor \_\_\_\_\_