



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
08-09-2023 Regular Meeting

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

Absent (Voting): Eugene Shuler

Present (Ex-Officio) None

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

TDA Staff: Mary Anne Shea, Rita Jones

Commissioner: None

Attendees: Kurt Angel, Deep Creek Services

This meeting was called to order at 12:05 p.m. by Chairman, Jeremiah Wiggins. No Pledge of Allegiance due to location and no flag available. Prayer was given by Cheryl Taylor.

Changes to the agenda: None

Public Comment: None

Erin Smith made a motion to approve the meeting minutes for 07/12/2023. Cheryl Taylor seconded the motion. All in favor. Motion carried.

Kurt Angel from Deep Creek Services, spoke to the board about creating a plan for the other existing EV charging stations that the TDA has in storage. Kurt's recommendation was to set them up on any Swain County owned property that may be available with easy power hook-ups. Commissioner Seagle will be working with Kurt to see about getting the spaces needed at other Swain County facilities for these stations.

Andy Bhakta arrived at 12:10p. m. PattiJo Taylor arrived at 12:20 p.m.

Executive Director report was as follows:

Marketing and Public Relations:

- 2024 Visitor Guide Planning underway.
- Van Wrap completed and is parked at Visitor Center.



- Mary Anne and Selena working on the Microsite for Fly Fishing Capital. Will get with Eugene to work on the verbiage before launching.
- Updating website with new blogs.
- Branding and logo design for the new water park is on hold, pending direction from county manager. The Rec Park Director has a logo and would like to get together with the county manager and Mary Anne.
- Google Analytics attached.
- Public Relations/social media attached.
- Tiktok
- Mary Anne gave a marketing update from VisitNC which is the state tourism office. Paper map sales are booming. Sales of maps are up 20-30% over the last year according to a cartography firm in Charlotte. The Wall Street Journal commented on the fact that this is happening due to cell phone batteries dying, no cell signals, and the fact that a smartphone will lead you the quickest route somewhere therefore, missing sights along the way.
- Need to talk to Eugene about the brown DOT sign.

Financial:

June occupancy tax report is \$199,025.53.

Administrative & Committees:

- Beautification
 - The final proposal from Gabriel's Christmas is ready for committee review.
- Finance—Nothing to report.
- Marketing—Nothing to report.

Board Discussion:

Chairman Wiggins brought up discussion regarding the change of TDA meetings. After much discussion Shannon Lackey made a motion to move the meetings back to 2nd Wednesday of each month at 9:00a.m. at the Administration Building. Erin Smith seconded the motion. No vote taken. Shannon rescinded the motion, then put a new motion in. Shannon Lackey made a motion to put the TDA meetings on 2nd Wednesday of each month at 12:00 noon at the Swain County Administration Building. Erin Smith seconded this motion. All in favor. Motion carried.

Chairman Wiggins then went over the Rules and Procedure Policy for the TDA. Jeremiah made a motion on this policy with a change of the TDA meeting day to 2nd Wednesday of each month at 12:00 noon at the Swain County Administration Building. Shannon Lackey seconded the motion. All in favor. Motion carried.

Kevin Seagle was added to the Marketing committee.

Cheryl Taylor left the meeting at 1:45 p.m.

The meeting in September will be a work session to work on implementing a 5-year plan on capital improvements that the TDA members would like to see take place within the county.



Chairman Wiggins 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 _____

Kevin Seagle _____

Shannon Lackey _____

Janene Lancaster _____

Eugene Shuler _____

Erin Smith _____

Cheryl Taylor _____

Pattijo Taylor _____