



Swain County Tourism Development Authority  
Board of Directors Meeting Minutes  
10-11-2023 Strategic Planning Session

Present (Voting): Shannon Lackey, Andy Bhakta, Jeanne Lancaster, Kevin Seagle, Erin Smith, PattiJo Taylor  
Eugene Shuler @ 12:12 p.m.

Absent (Voting): Jeremiah Wiggins, Cheryl Taylor

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: None

This meeting was called to order at 12:04p.m. by Acting Chairman, Shannon Lackey.

Changes to the agenda: Acting Chair, Shannon Lackey made a motion to go into Executive Session after Item E on the current agenda. Janene Lancaster seconded the motion. All in favor. Motion carried.

Erin Smith made a motion to approve the meeting minutes from 09/13/2023. Janene Lancaster seconded the motion. All in favor. Motion carried.

Public Comment: None

Executive Director Mary Anne Shea gave a list of long-term goals that board members had sent to her via email. The board discussed strategic goals that they would like to pursue over the next 3-5 years. Mary Anne will assemble these in priority order for the next regular meeting, including but not limited to:

- Event planner
- 4-Corner project at the Heritage Center
- Light Show at Event Park
- More updated Downtown
- Swimming at Finger Lakes
- Economic Development w/ County Commissioners

The board would like to send a letter to the Swain County Commissioners asking to partner with them to hire an event planner sharing of cost if possible. The board would like to send along with the letter a job description of the job and who they would report to.



Short Term Projects:

- Waterwheel for Grist Mill at Aquarium Campus
- New Sign for Fly Fishing Museum that is visible from the road
- EV charging stations - determine where on county property to install the remaining units.
- Pickleball Courts - improve the courts that exist.
- Brown Sign for the Fly-Fishing Museum - work with Chris Lee at Department of Transportation

Eugene Shuler left the meeting at 1:25p.m.

Shannon Lackey made a motion to go into closed Executive Session G.S. 143-318.11(a) regarding a personnel matter. Janene Lancaster seconded the motion. All in favor. Mary Anne and Rita left the meeting.

Erin Smith was asked to take the minutes of the meeting which began at 1:50p.m.

Executive Session G.S. 143-318.11(a) was adjourned at 2:14 p.m. Acting chair Shannon Lackey made a motion to adjourn the meeting. Janene Lancaster seconded the motion. All in favor. Motion carried.

The meeting ended at 2:14 p. m.

Board Member Signatures:

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

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

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

Janene Lancaster \_\_\_\_\_

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

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

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

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

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