



Swain County Tourism Development Authority
Board of Directors Meeting
Wednesday, October 16, 2024

Present (Voting): Chairwoman, Cheryl Taylor, Andy Bhakta, Phillip Carson, Sr, Robin Fronrath,
Adrian Litzau, Erin Smith, Jeremiah Wiggins

Absent (Voting): PattiJo Taylor, Janene Lancaster

Present (Ex-Officio) None

Absent (Ex-Officio): Lottie Barker, Swain County Interim Manager, Cally Elliott, Swain County Finance Officer

TDA Staff: Sarah Conley, Rita Jones,

Commissioner None

Attendees: Karen Proctor

This meeting was called to order at 12:02p.m. by Chairwoman Cheryl Taylor. The Pledge of Allegiance was given. Prayer by Cheryl Taylor.

Call for any changes to the agenda. None

Erin Smith made a motion to approve the Minutes from 09/11/2024. Andy Bhakta seconded the motion. All in favor. Motion carried.

Public Comment: Karen Proctor, Swain County Chamber of Commerce

Karen spoke about the meeting that is to be set up with the Chamber and TDA asked to be rescheduled at her convenience. Karen is to be added to the partner list from Selena.

Andy Bhakta made a motion to go into Executive Session GS 143-318.11(a)(6). Phillip Carson seconded the motion. All in favor. Closed session began at 12:13 p.m.

Executive Report:

Marketing & Public Relations:

- Light Show Marketing has begun. Tickets are available, with local tickets being sold in person by the volunteer charities.
- Eventbrite Campaign to amplify exposure. Social Media campaigns are being kicked off.



- Flyer and information distribution will begin as soon as materials are at the visitor center.
- Google analytics reports-organic search is our number one source of website traffic.
- Fall blog updates and travel advisory page updated
- Blue Ridge Country picked us as one of their Santa Approved Towns
- Pineapple PR attends 2 media events as our representatives.
- Visitor totals are in your packet.

Financial:

- Financial reports sent via email.
- September Occupancy is \$276,563.29
- October dip will not hit until December meeting

HR:

- Getting LGERS set up for November payment

General Administrative & Committees:

- Beautification Committee
 - Fall Décor very popular as always with the Pumpkin Men
 - Christmas Décor will begin October 21
- Finance—nothing new to report
- Marketing—nothing new to report
- Hurricane cleanup at Aquarium

Board Discussion:

Phil Carson spoke about the MOU on the Heritage Museum/Visitor Center and the Aquarium/Fly Fishing Museum at 117 Island Street. The recommendation from Phillip was that we go back to the original MOU that had been drawn up.

Regarding the Heritage Museum, the TDA and Swain County go in 50/50 for any upgrades which may be needed for this building for anything that is over \$5,000.00. This building is at 2 Everett Street, that is also TDA offices.

For the Aquarium/Fly Fishing Museum at 117 Island Street, the TDA would have the right to use those building as they see fit for a tourism-based entity.

Robin Fronrath made a motion to go back to the original MOU and present that back to the Swain County Commissioners at their November meeting. Andy Bhakta seconded the motion. All in favor. Motion carried.



Erin Smith made a motion to adjourn the meeting. Andy Bhakta seconded the motion. All in favor. Motion carried.

Meeting adjourned at 1:26 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 _____