



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
11-08-2023 Regular Meeting

Present (Voting): Jeremiah Wiggins, Chairman, Shannon Lackey, Andy Bhakta, Jeanne Lancaster, Kevin Seagle, Erin Smith, Eugene Shuler @12:11pm, Cheryl Taylor, PattiJo Taylor

Absent (Voting) None

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: Sam Pattillo and Nate Bowen from Town office

This meeting was called to order at 12:04p.m. by Chairman Wiggins. Prayer by Cheryl Taylor.

Changes to the agenda: None

Erin Smith made a motion to approve the meeting minutes from:

- I. 10/11/2023 Regular Meeting
- II. 10/11/2023 Executive Session
- III. 10/18/2023 Special Zoom Meeting

Janene Lancaster seconded the motion. All in favor. Motion carried.

Public comment: None

Nate Bowen, Engineer from the Town of Bryson presented a synopsis of the work that the town has planned for the next couple of years for downtown water/sewer and streetscape. For the beautification piece the TDA would like to have a person sit in on that part of the plans if possible. Sam Patillo, the town manager, would like to have someone from the TDA on board also.

Mary Anne spoke about the 2% being approved by the state legislature.

Brief Executive report:

- a. Halloween Candy was a big success



- b. Downtown Christmas décor getting many accolades
- c. The Visitor center broke attendance records in October. Over 6,500.
- d. Continual growth on our website; a downward trend for competing websites
- e. TV segment planning underway for Thanksgiving weekend. Air date 12/23/2023.

Committee reports:

- a. Event Planner Hiring committee
- b. Executive Director Succession committee

Chairman Wiggins made a motion to adjourn the regular meeting for the purpose of going into closed Executive Session 143-318.11 (a) (6). Shannon Lackey seconded the motion. All in favor. Motion carried.

Mary Anne and Rita left the meeting at 1:45 p.m.

Meeting adjourned at 2:15 p.m.

Board Member Signatures:

Chair Jeremiah Wiggins _____

Andy Bhakta _____

Shannon Lackey _____

Janene Lancaster _____

Kevin Seagle _____

Eugene Shuler _____

Erin Smith _____

Cheryl Taylor _____

PattiJo Taylor _____