



Swain County Tourism Development Authority Board
of Directors Meeting
Wednesday, December 11, 2024

Present (Voting) Chairwoman, Cheryl Taylor, Andy Bhakta, Phillip Carson, Sr, Janene Lancaster, Adrian Litzau, Erin Smith, PattiJo Taylor, and Jeremiah Wiggins

Absent (Voting): Robin Fronrath

Present (Ex-Officio) Cally Elliott, Swain County Finance Officer

Absent (Ex-Officio): Lottie Barker, Swain County Interim Manager,

TDA Staff: Sarah Conley, Rita Jones, Selena Hyde

Commissioner None

Attendees: None

This meeting was called to order at 11:30 a.m. by Chairwoman Cheryl Taylor. The Pledge of Allegiance was given. Prayer by Cheryl Taylor.

Call for any changes to the agenda. None

Janene Lancaster made a motion to approve the Minutes from 11/13/2024. Erin Smith seconded the motion. All in favor. Motion carried.

Public Comment: None

Executive Report:

Finance Report:

Marketing & Public Relations:

- Continual push for the lightshow and Heart of the Holidays.
- Beginning to update content and pages for 2025 Visitor Guide and be on track for delivery for February 2025.
- Visitor totals for visitor center and aquarium in packet.

Website:

- Google analytics—organic search is our number one source of website traffic.



Light Show/Tree Lighting:

- A great Tree Lighting Event ○ Served over 25 gallons of Hot Chocolate ○ 400 or more cookies ○ Doubled the attendance from last year.

HR:

- For auditing purposes Cally advised us to hire a part time person to be the Payroll Clerk for the TDA. Her name is Beth Gibson. This is for segregation of duties for the auditors.

General Administrative & Committees:

- Beautification Committee ○ The committee met to consider new guidelines for the RFP on flower boxes for the 2025 year. ○ Pooh would like to see if the TDA can get ownership of the 2 Bryson City signs, one across from McDonalds' and the other on 19 East near BBQ Wagon.
 - Update landscape at the visitor center. ○ Talking to the Town on possibly having hanging baskets for flowers on black poles. ○ Come up with a new idea on the watering part of the RFP.
 - The possibility of less boxes on the street and newer bigger pots in high traffic areas.
- Finance Committee: Nothing new to report
- Marketing—nothing new to report

Board Discussion:

Jeremiah Wiggins brought up the downtown parking study that the TDA helped pay for back in the spring. NC State did the study and found that there was enough parking downtown on the weekends due to all the business buildings that were empty on Saturday and Sunday.

PattiJo Taylor made a motion to adjourn the meeting. Janene Lancaster seconded the motion. All in favor. Motion carried.

Meeting adjourned at 12:28 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 _____