



Swain County Tourism Development Authority  
Board of Directors Meeting Minutes  
12-13-2023 Regular Meeting

Present (Voting): Jeremiah Wiggins, Chairman, Shannon Lackey, Andy Bhakta, Jeanne Lancaster, Kevin Seagle, Erin Smith, Eugene Shuler @12:14pm, 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: Larry Griffith, Smoky Mountain Times

This meeting was called to order at 12:07p.m. by Chairman Wiggins. No Pledge of Allegiance, prayer by Cheryl Taylor.

Changes to the agenda: Chair Wiggins added to the end of regular meeting to discuss and vote on the Strawberry Jam race for 2024.

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

1. 11/08/2023 Regular Meeting
2. 11/08/2023 Executive Session

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

Public comment: None

Executive Report:

1. Fly Fishing Capital Logo and Branding launch by the end of January 2024
2. Visitor Guide launch by the end of January.
3. Small Town Christmas featuring Bryson City December 2023. Air date 12/23/2023
4. Talked about the importance of having a Christmas Light Show for 2024.
5. HR Update – We are going to work through the transition under the guidance of Craft HR in Asheville with the help of the county finance office. EIN in progress

Occupancy tax for October is \$211,840.30



Jeremiah brought up the Strawberry Jam race for 2024, whether the board would like to do this event again. The board came to a consensus that the race needs to be held for at least one more year.

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

Regular 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 \_\_\_\_\_