



Swain County Tourism Development Authority

Board of Directors Meeting Minutes

Regular Meeting

07-09-2025

Present (Voting): Chairwoman, PattiJo Taylor, Andy Bhakta, Janene Lancaster, Adrian Litzau, Erin Smith

Absent (Voting): Robin Fronrath, Tanner Lawson

Present (EX-Officio): Cally Elliott, TDA Finance Officer

Absent(EX-Officio): None

TDA Staff: Sarah Conley, Rita Jones, Selena Hyde

Attendees: Mike Drinkwater, Fred Crawford

The Swain County TDA meeting was called to order by Chairwoman, PattiJo Taylor at 12:00 p.m. The Pledge of Allegiance was given. Prayer by Rita Jones.

Call for any changes to the agenda: None

Meeting Minutes Approval:

Erin Smith made a motion to approve the Minutes 06-11-2025 Public Hearing. Adrian Litzau seconded the motion. All in favor. Motion carried.

Erin Smith made a motion to approve the Minutes 06-11-2025 Regular Meeting. Adrian Litzau seconded the motion. All in favor. Motion carried.

Sarah Conley, Executive Director of TDA introduced the new Board member, that is Commissioner Tanner Lawson.

Sarah also distributed the new information for the 2025-2026 TDA Binder Materials.



Erin Smith made a motion to approve the Rules & Procedures Policy 2025, with the change of the Quorum number of board members from 5 to 4, due to the downsize of the board membership to 7 per the Swain County Commissioners during their June 2025 meeting. Adrian Zitzau seconded the motion. All in favor. Motion carried.

Public Comment: Fred Crawford

- Mr Crawford asked that the TDA expand the amount of time allowed to talk to 5 minutes instead of 3 minutes.
- Mr Crawford also ask that the board reconsider video on YouTube be restored for those that can't make the 12:00 Meeting.

Executive Director Report:

Marketing & Public Relations:

- June was spent on promoting Freedom Fest and the Singing In the Smokies and preparing for both events which came in strong for visitors in our area. Over 3,000 flyers were handed out by Selena and Ricky from the Chamber of Commerce. Rack Cards and Maps were also available by the TDA.
- Sarah met with Visit NC for discussion of advertising for the fall months.
- TDA sponsored a Southern Living writer that was working on a digital story we are hoping she will put into print.
- Light show Ticket go on sale in middle of July.
- 2025 Mosca contract complete.
- Sarah had an invitation to Raleigh Legislation by Sen. Corbin and his wife Beth.
- All reports PR/ social media are attached to your email.

Financial:

- Financials were sent via email
- May Occupancy report attached.

Administration & Committees:

- Beautification
 - The contract with Gabriel's Christmas is secured for 2025.



- The Board has chosen the bow for the picture frame.
- Sarah was asked by the Swain County Board of Commissioners to give a presentation of all the things that the TDA has done or sponsorship for 2024-2025. Sarah made a binder which each of you have in your packet. There is also an itemized list of all things the TDA has made through Monetary or Improvements from 2019 to present in your packet.

HR

- Nothing new to report.

Board Discussion:

PattiJo Taylor gave an update on the Bridge Baskets flowers. Due to the poor look and the fact that people are pulling the flowers out of their baskets, it was decided to take them down. No others will be installed this year.

The board decided on the red/gold bow to go on the picture frame that will be for pictures during the Christmas season. This year we will use the Nativity that we have.

Look into having a conversation with the Town regarding hanging baskets from their black poles that are the light poles in downtown.

Erin would like to see some of the Strategic items that were listed from 2 years ago.

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

Meeting Adjourned at 1:10 p.m.

Board Signatures:

Chairwoman, PattiJo Taylor_____

Andy Bhakta_____

Robin Fronrath_____

Janene Lancaster_____

Tanner Lawson_____

Adrian Litzau_____



Erin Smith
