



Swain County Tourism Development Authority
Board of Directors Meeting Minutes
Wednesday, December 10, 2025

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

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

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

TDA Staff: Sarah Conley, Rita Jones

Attendees: None

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

Call for any changes to the agenda: None

Erin Smith made a motion to accept Minutes of 10-08-2025. Janene Lancaster seconded the motion. All in favor. Motion carried.

Public Comment: None

Executive Director Report presented by Sarah Conley

Marketing and Public Relations:

- Marketing projects:
 - November/December were dedicated to Light Show push and onboarding of part time employees.
 - Patti Nickels, a travel writer influencer came at the end of October. Ms. Patti's article had over 100 hits from California, New York, Ohio, and Chicago etc.
 - All campaigns focused on Christmas downtown, polar express, Heart of the Holidays, Darnell Farms Christmas and Light Show.
 - Visitor totals are up tremendously this year.

Tree Lighting/ Light Show



- Troy and Tammy Burns Family did a 1-hour program that was well received. Avery Taylor provided the stage for the front lawn at visitor center.
- New Tree topper and Snow machines.
- New this year was the lighted frame, which was so popular, we purchased an ornament that people could stand in for pictures.
- Huge increase in visitor totals.
- The Light Show has rave reviews.
- GSMR is promoting the Light Show in their song book on board train.

Financial:

- Financial reports sent via email
- Occupancy tax huge for October
- 2024 Audit is complete

Administration & Committees:

- Beautification—January meeting planned to discuss flower boxes for 2026
- Finance—Nothing to report
- Marketing—Nothing to report

HR

- Nothing to report

Board Discussion:

The board asked Sarah to put up the extra banners that we have on entrance into Bryson City to see if that may give a boost to Light Show visitation. The banners will be put at Sleep Inn and Relax Inn. Sarah also put banner at the County Courthouse across from the train parking lot.

The January meeting will not be held due to longer meeting on February 18, 10:00am to 1:00 p.m.

Tanner Lawson made a motion to adjourn the meeting. Janene Lancaster seconded the motion. All in favor.

Meeting adjourned at: 1:25 p.m.

Chairwoman, PattiJo Taylor _____

Andy Bhakta _____



Robin Fronrath _____

Janene Lancaster _____

Tanner Lawson _____

Adrian Litzau _____

Erin Smith _____

Financial Report for October : <https://brys.onl/OctoberFinancial>

PR & Social Report for October: https://brys.onl/OctoberPR_SocialReport

Financial Report for November <https://brys.onl/NovemberFinancial>

PR & Social Report for November: https://brys.onl/NovemberPR_SocialReport