

# **Transylvania County Tourism Development Authority (TCTDA)**

## **Board Meeting Agenda Minutes**

*Advance notice of all meetings has been provided and all TCTDA are open to the public.*

*A schedule of meetings and minutes can be found at*

*<https://explorebrevard.com/tct/meeting-schedule-and-minutes/>*

**January 19th, 2023**

**8:30 am**

### **Call to Order**

#### **I. Welcome**

A quorum was established with the following members present at the meeting:

Aaron Baker, Jessica Whitmire, Dana Antonuccio, Layton Parker, Isaac Allen, Dee Dee Perkins, Madelyn Megan, Larry Chapman

The following TDA Staff members were present at the meeting:

Clark Lovelace, Gracie Sheffield, Virginia Watkins

The following people were also present at the meeting:

Jason Cox, Kate Hayes, Liam McKissock, Chris Cavanaugh, Christian McLauchlin  
Patrick Scott, Jeff Fries and Karen Tessier (attended virtually)

Chairman Layton Parker called the meeting to order at 8:31 am.

#### **II. Public Comment**

There was no public comment.

#### **III. Agenda Modifications**

Chairman Parker presented the agenda to the Board and gave an overview of the agenda items. The Chairman then requested any questions or other modifications to be made to the agenda.

Jessica Whitmire had one modification to the agenda, which was to add a new item "c" to the new business section of the meeting to discuss a Transylvania Always grant request.

Jessica Whitmire moved to approve the agenda with this modification, seconded by Dee Dee Perkins. The motion was unanimously approved by the board.

#### **IV. Consent Agenda**

Chairman Parker presented the consent agenda, which are items that are considered minor or routine and are voted on collectively pending any discussion by board members. Board

members are allowed to move any item from the consent agenda to allow for greater discussion and particularized consideration through its own unique motion. The consent agenda included the approval of the minutes from the previous meeting, and the approval of the FY22/23 Partner Funding List. Dee Dee Perkins moved to approve the consent agenda as presented, seconded by Aaron Baker. The motion was unanimously approved by the board.

## **V. Presentations**

- a. Financial Report – Acting Finance Officer Kate Hayes gave a financial report on the spent and available funds for the board’s promotional advertising and special projects. A brief conversation followed this presentation. Aaron Baker suggested the Finance Committee meet with the Finance Department to tweak the way financial reports are presented to the board.

Aaron Baker moved to approve the financial report as presented, seconded by Dee Dee Perkins. The motion was unanimously approved by the board.

- b. Office/Staff Report – TDA Director Clark Lovelace gave a report on the operations and status of his office and staff. Mr. Lovelace discussed the remaining committee assignments for the board and the various project requests received by the Transylvania Always Committee. A brief discussion followed his presentation.

## **VI. Old Business**

There was no old business to discuss at this meeting.

## **VII. New Business**

- a. Transylvania Market Study – Karen Tessier with Market Connections shared a presentation covering the results of the recent stakeholder survey, along with insights. Chris Cavanaugh with Magellan Strategy Group followed by facilitating a discussion on the results of the stakeholder survey and the 2022 Transylvania visitor profile report provided by SMARI. It was determined that next steps will be addressed at upcoming marketing committee meetings and the board retreat.
- b. 2023 Board Retreat – Layton shared his recommendation that the board hold a retreat in March by extending the normal monthly board meeting. The plan would be to end midday. A portion of the February meeting will be dedicated to determining agenda topics. There was general agreement from the board on this plan.
- c. Transylvania Always Grant Request – Transylvania Always Committee (TAC) Chair, Jessica Whitmire, mentioned a request from DuPont State Recreational Forest for a passport program aimed at kids. It was received after the most recent TAC meeting so she felt it appropriate to cover directly with the full board. She referenced that the application was included in the board meeting packet and highlighted key items. A discussion followed, with comments suggesting that the TDA recommends a green

mindset with materials used and a waterfall and waterfall safety element if possible. Aaron Baker motioned to provide \$10,000 in funding for the program as requested. Seconded by Dana Antonuccio. The motion was passed unanimously.

**VIII. Public Comment**

No request for public comment.

**IX. Board Member Comments**

Aaron Baker informed the board that the Short-Term Rental Task Force was getting ready to present the findings from its survey on February 2<sup>nd</sup>.

Clark Lovelace described the TDA's basic plans for using the 2023 NC Year of the Trail initiative in our marketing and promotion.

Isaac Allen started a brief discussion on electric vehicles playing a role in creating return customers to the county by suggesting the addition of charging stations may benefit county tourism.

**Adjournment**

Dee Dee Perkins moved to end the meeting and Isaac Allen seconded the motion. The motion was passed unanimously, and the meeting adjourned at 10:46 am.

Minutes respectfully submitted by Liam McKissock

**TCTDA Mission Statement** – *To generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government, and to contribute to a vibrant, sustainable economy.*