

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/>

February 23rd, 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, Larry Chapman, Ali Lien

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, Mark Johnson, Mike McCarthy, Patrick Scott (virtually), and Karen Tessier

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

II. Public Comment

There was one public comment that came from Mike McCarthy, representative of the Veteran's history museum. Mr. McCarthy wanted to report about the upcoming event honoring military veteran, Joe Cooper, and the variety of programs and resources that were available at the museum. Mr. McCarthy also offered to answer any questions involving a funding request to be addressed later in the meeting for the museum.

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.

Larry Chapman³ moved to approve the agenda as presented, 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, contracts and the approval of the FY22/23 Partner Funding List. Isaac Allen moved to approve the consent agenda as presented, seconded by Dee Dee Perkins. 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. Larry Chapman asked about the money pledged to the Ecusta Trail project to clarify that this money has not been sent to the project yet.

Aaron Baker moved to approve the financial report as presented, seconded by Isaac Allen. 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 near completion of the adventure guide and map, which is to be printed in the next few weeks. Mr. Lovelace referenced the market study update included in the advance packet, noting that insights were split into three sections for discussing and converting to action items, 1) marketing committee, 2) board of directors at the retreat, 3) TDA staff. A brief discussion followed the presentation involving the use of signage to identify Transylvania County.
- c. Marketing Report – Market Connections gave a report on their marketing efforts. Karen Tessier gave a brief overview of the marketing highlights conducted by her team and proposed marketing goals for the FY23/24 marketing plan. Ms. Tessier also gave an introduction to Mark Johnson, who is a new employee at Market Connections and will be the TDA’s account manager. Mr. Johnson introduced himself briefly to the board.

VI. Old Business

There was no old business to discuss at this meeting.

VII. New Business

- a. Retreat Topics – This item of new business serves to allow board members to brainstorm topics to focus on at the upcoming Board Member Retreat on March 23rd, 2023. There will be a regular meeting as scheduled on that day with the retreat following directly afterwards. The goal of the retreat is to discuss strategic items of importance to the board. Many ideas were brainstormed, but the following ideas were of most concern to board members: the operating agreement between the TDA and the Chamber of Commerce and the long term goal for the visitor center, the validity of

the rule that specifies that a minimum of 2/3 of the occupancy tax revenue be spent on advertising while the remaining third amount may be spent on other tourism-related expenditures, an overview of the fund balance and the status and future impact of contributing to the Ecusta Trail, and a marketing conversation focused on the market study insights mentioned earlier.

- b. Veteran's History Museum Funding Request – This item of new business involves the Veteran's History Museum and their funding request of \$4999 to help fund an annual conference on veteran's history to be held by the museum. Larry Chapman clarifies that he is no longer on the Museum's Board and therefore has no reason to recuse himself from the vote. A few recommendations were made by Board members to the Museum to ensure that proper marketing efforts are made to promote the event, and that careful consideration is made towards setting the date for the event to ensure no competing other events distract from the event. Jessica Whitmire moved to approve the funding request, seconded by Aaron Baker. The motion was unanimously approved by the board.

VIII. Public Comment

No request for public comment.

IX. Board Member Comments

Board members offered a few brief comments about various topics. Larry Chapman talked about some of the exhibits and upcoming attractions at the museum, including a big WWII artillery gun and a replica of anchor. Jessica Whitmire offered her thanks to the Sheriff and NCDOT for the road-side cleanup projects going on involving inmate crews, as these really make a difference in keeping the community clean. Aaron Baker gave a brief announcement about an upcoming Short Term Rental Task Force meeting. Clark Lovelace gave thanks to Patrick Scott for his marketing feedback. Dana Antonuccio was thankful for the removal of a bus that had been left along the road near Gorge State Park.

Adjournment

Isaac Allen moved to end the meeting and Jessica Whitmire seconded the motion. The motion was passed unanimously, and the meeting adjourned at 10:28 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.*