



Transylvania County Tourism Development Authority (TCTDA)
Board Meeting
July 25, 2024

Minutes

Board Members Present: Jessica Whitmire, Lauren Wise, Isaac Allen, Larry Chapman, Nory LeBrun, Dana Antonuccio

Board Members Absent: Dee Dee Perkins, Madeline Magin, Dionne Hodgeson

Staff: Clark Lovelace, Virginia Watkins, Meagan O'Neal, Mark Johnson, Karen Tessier, Garnet Fisher, Jason Cox

Zoom Attendees: Juie Hooten, Lutchia Johnson

Members of Public: Layton Parker (joining at 9:10 am)

I. Call to Order & Welcome: Board Vice Chair, Jessica Whitmire, called the meeting to order at 8:30am and noted a quorum.

II. Public Comment: There were no public comments.

III. Agenda Modifications: Larry made a motion to accept the agenda as presented. With a second from Nory, the motion unanimously carried.

IV. Consent Agenda: *All items listed below are considered routine and will be enacted by one motion. No separate discussion will be held except on a request of a member of the TCTDA.*

A. Minutes from the June 27, 2024, Board Meeting

B. Contracts

C. FY 24/25 Partner Funding List

Lauren made a motion to approve the consent agenda, with a second by Isaac and all in favor, the motion carried.

V. Presentations

A. Executive Director's Report: Clark Lovelace shared a presentation that covered the newly released quarterly report, the new hire, website progress, Partner Marketing Opportunities Program for 2025, Transylvania Always Committee's work and the Butter Gap ribbon cutting, and the Destination Infrastructure Committee's meeting with NCDOT earlier this week. Jessica commended the positive effects of the project and communication taking place between multiple parties. Virginia spoke of the entry signage design's ease of implementation in our gateway communities.

A subsequent discussion occurred covering other infrastructure-related items including the City of Brevard's recent unified sign efforts, that Cedar Mountain will be getting a roundabout in

2025, and the Ecusta Mill digester has been relocated to the skate park in preparation to use as an aesthetic focus for a roundabout.

Nory asked for updates on City Camper and the Brevard Music Center (BMC) as it pertains to grant support for Parker Concert Hall and their accessibility request. Clark shared that he has communicated with one of the City Camper principals and requested they provide an update at an upcoming meeting. Virginia mentioned that we should hear back from BMC about re-engaging on their recent funding request along with an update on Parker Concert Hall promotion.

B. Financial Report: Meagan O’Neal presented highlights of the financial reporting in the advance packet. Larry made a motion to receive the report as presented. With a second from Dana, the motion passed.

C. FY22/23 Audited Financial Statements: Lutchia Johnson, Martin Starnes & Associates, reported the audit highlights with no follow-up questions or comments from the board.

D. Marketing Report: Karen Tessier, Mark Johnson and Garnet Fisher from Market Connections presented an overview of fourth-quarter marketing efforts. Highlights included the numerous recent media relations efforts like the AdventureElevate FAM tour before the Adventure Travel Trade Association Conference in Asheville, updates on ads, billboards, and social media, as well as recent photo and video shoots. They also noted that they’re developing a new creative campaign to garner new interest and stay that is authentic to the Explore Brevard brand voice.

Clark reviewed numerous slides covering a comprehensive update on the development of a new ExploreBrevard.com website, noting challenges and successes along the way. He also shared a look at the home page and top navigation pages. Discussion ensued on the ease of updates to the new website, the possibility of a merchandise page in the future but not now, the use of members of the public in photos and videos, and a launch plan occurring later this year. Regarding members of the public in photos and videos, Clark noted that all our videos are produced by Market Connections, who uses third-party photographers. We depend on Market Connections as the experts in this field. They require photographers to agree to numerous items including the use of release forms and other necessary permissions. We also seek and follow Market Connections and best practice guidance on social media images and music, which is different than normal advertising and promotion.

VI. Old Business There was no old business to discuss.

VII. New Business: There was no new business to discuss.

VIII. Public Comment: Mark mentioned the US Forest Service Plan meeting taking place tonight.

IX. Board Member Comments:

- Nory spoke on the updates of Longcliff and the BAUT event this Sunday on the history of The Greystone Inn.
- Larry announced his re-election to serve as our local representative for the statewide group of county commissioners which has an upcoming state conference. He also inquired about the dates for October's Outdoor Economy Conference.
- SylvanSport's 20-year anniversary open house was well attended as they continue to bring an impressive line of outdoor equipment.
- Nory congratulated Dana on Meraki Escape's successful open house and the quality and uniqueness that her accommodation brings to our community.
- Virginia commended Valley Bear Farms' well-attended ribbon cutting ceremony and touched on the variety of accommodations and venues that this new asset includes.

Adjournment: With a motion from Nory and a second from Lauren, the meeting was adjourned at 10:48am. The next meeting is scheduled for Thursday, August 22nd at 8:30am.

Minutes submitted by Virginia Watkins.