

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/>

June 27th, 2024

8:36 am

Call to Order

I. Welcome

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

Dee Dee Perkins, Madeline Magin, Jessica Whitmire, Larry Chapman, Dana Antonuccio, Dionne Hodgson, Lauren Wise, Nory LeBrun

The following TDA Staff members were present at the meeting:

Virginia Watkins, Mollie Gordon

The following people were also present at the meeting:

Meagan O'Neal, Jason Cox, Mark Johnson, Kelly Holdbooks, Liam McKissock, Julie Hooten

Chair Dee Dee Perkins called the meeting to order at 8:30 am.

II. Public Comment

- a. Chair Dee Dee Perkins opened the floor for members of the public to participate in the regularly scheduled section of the meeting open for public comment, however there were none.

III. Agenda Modifications

- a. Chair Dee Dee Perkins presented the agenda to the Board and gave an overview of the agenda items. Chair Perkins then requested any questions or other modifications to be made to the agenda. Larry Chapman made a motion to approve the agenda as presented, and Jessica Whitmire seconded the motion. The motion passed unanimously.

IV. Consent Agenda

- a. Chair Dee Dee Perkins 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 on May 23rd, the approval of contracts, the approval of the FY23/24 Partner Funding List, and financial statements as of May 31st. Lauren Wise moved to approve the consent agenda and Jessica Whitmire seconded the motion. The motion was unanimously approved by the Board.

V. Presentations

- a. Southern Highlands Reserve – Kelly Holdbooks, Executive Director of Southern Highlands Reserve, gave a presentation to board members about the activities of her organization and the progress made towards the construction of their new greenhouse. This greenhouse is being constructed in part with funds from the TCTDA. Dee Dee Perkins asked Ms. Holdbooks why this greenhouse will help with the production of red spruce trees and their restoration in this region. She responded by saying this greenhouse, once finished, will greatly increase the number of red spruce trees the reserve is able to produce. It will have increased space for nurturing saplings and new technology for decreasing the nurturing time of saplings before they are planted. Jessica Whitmire asked Ms. Holdbooks what is the biggest threat to these trees, and what should accommodations owners tell visitors to mitigate this threat? Ms. Holdbooks said that forest fires were the biggest threat to these trees, and that it was important to mitigate the start of the fires with proper precautions. The board thanked Ms. Holdbooks for presenting this update and for her work in preserving the local ecosystem.

VI. Old Business

- a. There was no old business to discuss at this meeting.

VII. New Business

- a. FY23/24 Audit Contract – Meagan O’Neal, Transylvania County Finance Director, presented a potential motion to board members to approve amending the FY23/24 audit contract with Martin Stearns to extend their services. Lauren Wise made a motion to approve this amendment and Larry Chapman seconded the motion. The motion passed unanimously.
- b. City of Brevard – Estatoe Trail Safety Improvements Funding Request – Virginia Watkins presented this new item of business on behalf of the Destination Infrastructure Committee. This funding request seeks to explore improvements to the sidewalk that can be made once the new roundabouts are installed along the Asheville Highway, specifically where the roundabout intersects with Estatoe

Path. The Destination Infrastructure Committee approved a motion to approve the full \$24,999 in funding for the request as presented utilizing available funds from FY24. Dana Antonuccio gave it a second. The motion passed unanimously.

- c. Heart of Brevard – Clemson Plaza Mural Funding request – This funding request was also presented by Virginia Watkins on behalf of the Destination Infrastructure Committee. This request seeks to include a compliment to the planned Moms Mabley Mural that will face the Clemson Plaza. The funding request is for educational information to be included near the plaza that explains more about the Clemson Plaza and the Rosenwald Community. This will also include a rewapping of the utility box that is present at the plaza. The Destination Infrastructure Committee approved a motion to approve the full \$10,000 in funding for the request as presented utilizing available funds from FY24. Lauren Wise gave it a second. The motion passed unanimously.

VIII. Public Comment

- a. Chair Dee Dee Perkins opened the floor again for any members of the public that wished to comment on the business of the board, however there were no member of the public present and no request for public comment.

IX. Board Member Comments

- a. Larry Chapman gave board members an update on the Ecusta trail project and encouraged people to listen to the advisory board meetings about the project to understand different perspectives on the project.
- b. Jessic Whitmire encouraged board members to promote positivity this season and limit the stress and unhappiness of people being weighed down by negative events in the news.
- c. Nory LeBrun gave an update about the Village at Longcliff and reminded board members about the Appalachian Folk Festival happening that weekend.

Adjournment

Larry Chapman moved to adjourn the meeting and Jessica Whitmire seconded the motion. The motion was unanimously approved by the Board and the meeting adjourned at 9:46am.

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.*