

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

Minutes

Board Members Present: Dee Dee Perkins, Jessica Whitmire, Lauren Wise, Dionne Hodgeson, Isaac Allen, Larry Chapman (left at 9:31), Madeline Magin, Dana Antonuccio

Board Members Absent: Nory LeBrun

Staff: Virginia Watkins, Clark Lovelace, Mollie Gordon, Karen Tessier, Garnet Fisher, Shane Hooper, Meagan O'Neal

Zoom Attendees: Lindsay Underwood, Nory LeBrun (joined at 9:32)

Members of Public: None

I. Call to Order & Welcome: Board Chair, Dee Dee Perkins, called the meeting to order at 8:31am and noted a quorum. Introductions were then made around the room.

II. Public Comment: No members of the public chose to comment at this time.

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

Isaac made a motion to accept the consent agenda with minutes from the 2/22/24 meeting as presented. With a second from Dionne, the motion unanimously carried.

V. Presentations

A. Financial Report: Meagan O'Neal presented her monthly financial report, with a brief conversation that followed. Jessica moved to approve the financial report as presented. With a second by Lauren, the motion carried. It was noted that moving forward, Meagan will attend and report at Board Meetings quarterly, while providing monthly summaries for each Board meeting, and being available as needed.

B. Office/Staff Report: Clark Lovelace encouraged Board members to review the latest quarterly report that was just released. He then spoke on upcoming changes related to the end of the fiscal year, touched briefly on the FY25 budget, and reported on the staff work done on the Outdoor NC, Black Folks Camp Too and accessibility projects, as well as the success of the

recent Land Managers meeting. Dee Dee spoke about the success of The Pisgah Conservancy's information kiosk unveiling at John Rock/Cat Gap Loop.

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

VII. New Business

- A. FY25 Marketing Plan:** Karen Tessier from Market Connections presented the FY25 marketing plan and comparison spending from FY24 with visuals and printouts. Isaac asked about goals for tracking unique users' impressions. Karen will get him the numbers, while tracking engagements and conversions offers more insights. Lauren asked what CrowdRiff is and its significance, which Mollie answered.

Dee Dee commented on the future roundabouts and asked what that impact will be as an entrance to Brevard and the need for a proactive marketing campaign in the future, noting that appropriate signage during construction will be both necessary and impactful to pull visitors from Pisgah National Forest into the rest of the County. The topic will be added to the next Destination Infrastructure Committee's agenda for further conversation. Additional considerations for such signage mentioned were collaborative messaging from partner billboards and playful yard signs down 280. Clark added that staff conversations with the City are already taking place, while Lauren added that the timing is ideal for discussing with the NCDOT.

With a motion on the table from the Marketing Committee, a second from Jessica and all in favor, the marketing plan was approved as presented. (Madeline stepped out of the room momentarily and was not present for the vote.)

- B. FY25 Budget:** Clark reviewed a slide showing the process for preparing an annual budget, and noted Dee Dee's involvement as the TCTDA's budget officer. He then reviewed the budget in detail and asked for any questions or comments. Discussion ensued with a few questions and comments, but ultimately no recommended changes. Dana made a motion to schedule a budget hearing to take place during our next board meeting on May 23rd. With a second from Jessica, the motion carried unanimously. The public will be notified of the hearing, also allowing for the opportunity to schedule a meeting to come to the TCTDA office to see the budget. Once it is passed, it is passed. No commissioner review is required. The Commissioners have the ability to change the tax percentage, but how the money is spent is determined by the TCTDA Board.
- C. Ecusta Trail Contract:** Clark reviewed a slide showing the history of the TCTDA's support of the Ecusta Trail, including the approval of \$250K at last month's meeting. A contract was created and included in the advance packet. If approved by the Board, it will be subject to a Commissioner review. Clark would ask for that to occur at their next meeting. Jessica encouraged reiterating that the money being used is from our county's visitors and not resident taxpayers. Lauren made a motion to accept the contract as written. With a second from Madeline and all in favor, the motion passed unanimously.

D. Funding Request- Heart of Brevard “Downtown Holiday Expansion”: Virginia reviewed the grant request, which had already been presented and voted in favor of full funding by the Destination Infrastructure Committee on 4/23/24. With a standing recommendation by the committee as a motion to approve grant funding in full and a second by Isaac, the motion passed unanimously.

VIII. Public Comment: There was no public comment at this time.

IX. Board Member Comments: Isaac inquired about future development plans for the vacant property at the corner of Caldwell and Probart. Virginia spoke to The Pisgah Conservancy’s gratitude of TCTDA funding support of Pisgah Project Day 2024 and the successful turnout of volunteers and work accomplished during the annual event. Clark shared Aaron Baker’s appreciation of the work done by the TCTDA as it relates to the Ecusta Trail. Dee Dee announced two upcoming events: Oskar Blues Shakedown this weekend and D.D. Bullwinkel’s 30th Anniversary Party on May 11th. Virginia announced the TDA sponsored Luft Wasser Porsche Celebration to take place on Saturday.

Adjournment: With a motion from Jessica and a second from Dionne, the meeting was adjourned at 10:32 am. The next meeting is scheduled for Thursday, May 23rd at 8:30am.

Minutes submitted by Virginia Watkins.