



Transylvania County Tourism Development Authority (TCTDA)

Board Meeting

May 23, 2024

Minutes

Board Members Present: Dee Dee Perkins, Jessica Whitmire, Lauren Wise, Dionne Hodgeson, Isaac Allen, Larry Chapman, Madeline Magin, Nory LeBrun

Board Members Absent: Dana Antonuccio

Staff: Virginia Watkins, Clark Lovelace, Mollie Gordon, Juie Hooten

Zoom Attendees: Mark Johnson

Members of Public: Jane Dausten from DuPont State Recreational Forest, Sara Landry from Friends of DuPont Forest

I. Call to Order & Welcome: Board Chair, Dee Dee Perkins, called the meeting to order at 8:32am and noted a quorum. Introductions were then made around the room while welcoming TCTDA's new attorney, Julie Hooten.

II. Public Hearing

A. FY 24/25 Transylvania County Tourism Development Authority Budget: It was noted that no members of the public chose to comment, as the only members of the public in attendance are presenters in the agenda.

III. Public Comment: Brief introductions were made by Jane Dausten from DuPont State Recreational Forest and Sara Landry from Friends of DuPont Forest, who were scheduled to present later on the agenda.

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

V. 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 April 25, 2024, Board Meeting

B. Financial Statements as of April 30, 2024

C. Contracts

D. FY 23/24 Partner Funding List

Madeline requested that the 4/25/24 minutes be amended to reflect that while she stepped out during the meeting, she was present for the vote on approving the marketing plan. Isaac made a motion to modify the minutes to reflect Madeline's request, seconded by Jessica. Larry then seconded the approval of the amended minutes. Jessica then made a motion to approve the consent agenda, with a second by Isaac and all in favor, the motion carried.

VI. Presentations

A. Office/Staff Report: Clark Lovelace shared a presentation of FY 24/25 Leave It Better and Be Waterfall Wise spring campaign, contracts in the coming year, presentations in the future (including Southern Highlands Reserve in June), regional TDA reps meeting and an anticipated trout shortage for the next 3 years.

Jessica spoke of the fish hatchery damage done by Tropical Storm Fred, the reconstruction that will begin in March of 2025, and its impact on stocking rivers and streams and on the recreational fishing industry until 2028.

Clark spoke on Liam McKissick's part-time and temporary position to take place this summer and a permanent part-time position that will follow. He reviewed the budget and financials, including the trending and seasonality explanation for March tax revenue.

B. DuPont State Recreational Forest Master Plan: Jane Dauster thanked the board for their support and provided a brief background of work done to this point. Sara Landry presented current challenges of 1.2 million visitors a year and how to protect the forest and enhance recreation. And with the collective \$100,000 from both the Henderson and Transylvania County TDAs, the master plan was expanded to include additional significant studies and analysis. She then shared a presentation on the process of the fact gathering, assessments, feedback, final aspects of the plan, and implementation strategy. The board followed up with various questions including parking, entrance fees, and heavy user impact. Sara and Jane finished by stressing that their most important messaging to DuPont visitors is how they can have a more informed and sustainable experience that better cares for the forest.

VII. Old Business

A. FY 24/25 Transylvania County Tourism Development Authority Budget: Larry thanked the effort that went into the creation of the budget and the ease of understanding it as presented. Jessica made a motion to accept the FY 24/25 budget as presented. With a second from Larry, the motion passed unanimously.

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

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

VIII. Board Member Comments:

Jessica spoke of 3 major blockages in the French Broad River, especially on the lower section.

Larry extended an invitation to the Memorial Day observance on Monday.

Virginia encouraged support of the TDA sponsored White Squirrel Weekend.

Lauren requested Sara Landry's presentation, which she willingly agreed to.

Dionne announced Deerwoode Reserve's new venture to manage the rental space for Old Hickory House, now known as "Meadow Brook Lodge."

Nory extended an invitation to the opening event of the Village at Longcliff on 6/11.

Dee Dee announced that Quotations opened back up yesterday after a remodel.

Larry shared his plans to meet with state representatives in Raleigh next month and welcomed any information to carry to them. Clark will provide him info on the upcoming trout shortage.

Adjournment: With a motion from Jessica and a second from Lauren, the meeting was adjourned at 9:54am. The next meeting is scheduled for Thursday, June 27th at 8:30am.

Minutes submitted by Virginia Watkins.

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/>