

**Transylvania County Tourism Development Authority (TCTDA)**  
**Board Meeting**  
**February 22, 2024**

**Minutes**

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

**Board Members Absent:** Dana Antonuccio

**Staff & Partners:** Virginia Watkins, Clark Lovelace, Mollie Gordon, Mark Johnson, Karen Tessier, Chris Cavanaugh, Meagan O’Neal (virtual)

**Members of Public:** Andrew Schmitt with Pardee Hospital Foundation

**I. Call to Order & Welcome:** Board Chair, Dee Dee Perkins, called the meeting to order at 8:33am 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:** Jessica 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 1/25/24 meeting as presented. With a second from Jessica, the motion unanimously carried.

**V. Presentations**

**A. Financial Reports:** 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.

**B. Office/Staff Report:** Clark Lovelace thanked Dee Dee for hosting Layton’s goodbye celebration. The 2024 board was announced in a 2/13 press release and committees are underway. Clark shared an attorney’s email notice received by the tax office regarding local hotel occupancy tax compliance, most likely from short term rentals; legal counsel is currently reviewing it. Nory offered to call his Expedia contact to inquire for possible additional insights. The Visit NC Conference takes place in Greenville, NC in mid-March, and on October 21-23 in Cherokee, NC, the TCTDA will return as a sponsor at the Outdoor Economy Conference. Larry Chapman expressed his intent to attend.

## VI. Old Business

There was no old business to discuss.

## VII. New Business

- A. Ecusta Trail Funding Pledge:** After Clark provided background, the City of Brevard's letter and proposed new pledge, Larry stressed the importance of insuring that TCTDA funds remain in our county, and that the TCTDA has the annual ability to approve where funds are distributed. Madeline made a motion to provide \$1M in Ecusta Trail funding as stated in the in the slide shared by Clark, with one adjustment (*final statement shared below*), seconded by Larry. Motion unanimously carried.

*"The Transylvania County Tourism Development Authority (TCTDA) agrees to provide a sum total of \$1,000,000 to the City of Brevard or a designated partner, to be paid over a multi-year period at the discretion of the TCTDA Board of Directors, toward any expenditures related to development of and access to the Ecusta Trail and related amenities in Transylvania County, subject to any restrictions placed on the TCTDA by County Resolution 35-2021, North Carolina Session Law 2005-88 or Chapter 159 of the North Carolina General Statutes."*

- B. Occupancy Tax Collection Refund:** Clark shared a slide explaining the situation of an individual who indicated to the tax office of having paid taxes for their rental property directly, unaware that the online booking site they were using had paid them as well, with supporting documentation submitted. The tax office, finance director and Clark determined that this information should be shared with the TCTDA Board with an opportunity for a recommendation to the Board of Commissioners prior to their consideration. Jessica made a motion to recommend a refund to the individual, based on the tax department having verified the occupancy tax collector's claim. With a second by Lauren, the motion passed unanimously.
- C. Funding Request- Heart of Brevard (HOB):** It was confirmed that though a board member of HOB, there was no need for TCTDA Board member, Nory LeBrun, to be excused from the vote. Clark provided the background and noted how this year's request was different. With a motion on the floor from the Grant Committee to recommend \$16,000, and a second from Jessica, the motion carried unanimously.

**VIII. Public Comment:** Andrew Schmitt from Pardee Hospital announced their plan to build a permanent 40,000 square foot medical office building in Transylvania County, to serve the entirety of the community, and expressed his support of the TCTDA's work.

**Adjournment:** With a motion from Nory and a second from Dionne, the meeting was adjourned at 9:19am. The next meeting is scheduled for Thursday, March 28th 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/>**