

Transylvania County Tourism Development Authority

Minutes of the Board Meeting 10/27/2022

The Board meeting was called to order at 8:32 AM by Chairman Layton Parker.

Present at time of call to order were members Layton Parker, Ali Lien, Dana Antonuccio, Dee Dee Perkins and Larry Chapman. Jessica Whitmire arrived at the meeting at 8:43 AM and Isaac Allen arrived at 8:54 AM.

Public Comment

Chairman Parker opened the meeting to public comment. No members of the public were present and no public comments were made.

Agenda Modifications

Chairman Parker introduced the proposed agenda for the meeting and inquired of the Board if there were any modifications. Dee Dee Perkins moved to approve the agenda as presented, seconded by Larry Chapman. All members present were in favor of the motion.

Consent Agenda

Chairman Parker introduced the Board's consent agenda, which consisted of minutes from September 22nd, 2022 meeting and the October 11th, 2022 special meeting.

Larry Chapman moved to approve the consent agenda, seconded by Dee Dee Perkins. All members present were in favor of the motion.

Presentations:

A. Financial Report

The Board received a financial report for the month ended September 30th, 2022.

The Board had a general discussion about financial activity, trends in occupancy tax collections and other matters.

Larry Chapman moved to accept the financial report, seconded by Dee Dee Perkins. All members present were in favor of the motion.

B. Office / Staff Report:

Clark Lovelace gave a general update concerning the activities of Authority staff. Recruitment for the Marketing Specialist position is ongoing, and several candidates have been interviewed. Staff reminded that the December meeting of the TDA Board would be the first Thursday of December (Dec 1.) There were no specific updates from the activities of the Board's committees to share.

No action was taken by the Board under this item.

C. Marketing Firm Report:

Chairman Parker introduced Christian McLaughlin and Karen Tessier from Market Connections, Inc. A general presentation and update on the firm's marketing efforts and advertisements that were created and distributed. The Board received a written report that contained an overview of ongoing performance statistics of its advertising program.

No action was taken by the Board under this item.

Old Business:

A. Board Member Openings:

Chairman Parker introduced and gave an overview of the board member openings upcoming. One opening is vice chair Dee Dee's current seat and an interested individual seat available January 1, 2023. The Board received copies of the applications and reviewed them.

After general discussion, Jessica Whitmire moved to recommend the re-appointment of Dee Dee Perkins for another term. Ali Lien seconded the motion. All were in favor of the motion.

The Board had a general discussion of the remaining applicants and the relative qualifications of the applicants for the member-at-large board position, which is currently vacant and has a term ending on December 31, 2022. After general discussion, Jessica Whitmire moved to recommend appointment of Madeline Magin. The motion was seconded by Ali Lien, all members present were in favor of the motion.

B. Contracts:

Chairman Parker gave an overview of the history of the Authority's practices and policies concerning managing contracts, as well as recent actions by the County Commission and the Authority Board. The Board had a general discussion about the BP Solutions contract.

Chairman Parker sought advice from legal counsel about a recommendation to provide a retroactive approval of the BP Solutions contract. After general discussion, there was a consensus to move forward with an additional approval of the contract by the Authority Board.

Dee Dee Perkins moved to approve the BP Solutions contract, seconded by Isaac Allen. All were in favor of the motion.

Chairman Parker introduced the NCM (America's Movie Network Contract) contract and gave an overview.

After limited discussion, Dee Dee Perkins moved to approve the contract, seconded by Ali Lien. All in favor of the motion, passed unanimously.

New Business:

The Board had some general discussion and announcements from Board members concerning matters that were of interest to the Board. No action was taken by the Board.

At 9:57 AM, the Board concluded its discussions. Ali Lien moved to adjourn, seconded by Dana Antonuccio.