

# **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/>

**December 1, 2022**

**8:30 am**

### **Call to Order**

#### **I. Welcome**

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

Aaron Baker, Jessica Whitmire, Dana Antonuccio, Ali Lien, Layton Parker, Larry Chapman, Isaac Allen

Dee Dee Perkins was present at the meeting through video link, but was unable to vote on motions due to statutory limitations regarding the virtual attendance of board members

The following TDA Staff members were present at the meeting:

Clark Lovelace, Gracie Sheffield, Virginia Watkins

The following people were also present at the meeting:

Jason Cox, Kate Hayes, Liam McKissock, Madelyn Megan

Patrick Scott and Lutchia Johnson also attended virtually through video link

Chairman Layton Parker called the meeting to order at 8:32 am.

#### **II. Public Comment**

There was no public comment.

#### **III. Agenda Modifications**

Chairman Parker presented the agenda to the Board and gave an overview of the agenda items. The Chairman clarified that the agenda had received one minor modification to fix the date and requested any questions or other modifications to the agenda.

Isaac Allen moved to approve the agenda as presented, seconded by Jessica Whitmire. The motion was unanimously approved by the board.

#### **IV. Consent Agenda**

Chairman Parker 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 two meetings, the consideration of contracts, and the review of approved project funding.

Ali Lien moved to approve the consent agenda as presented, seconded by Isaac Allen. The motion was unanimously approved by the board.

#### **V. Presentations**

- a. Financial Report – Acting Finance Officer Kate Hayes gave a financial report on the spent and available funds for the board’s promotional advertising and special projects. A brief conversation followed this presentation.

Isaac Allen moved to approve the financial report as presented, seconded by Jessica Whitmire. The motion was unanimously approved by the board.

- b. Office/Staff Report – Clark Lovelace gave a report on the operations and status of his office and staff. A brief discussion followed his presentation.
- c. TCTDA FY 21/22 Audit Report – Lutchia Johnson from Martin Starnes & Associates gave a brief presentation over video link concerning a report compiled on an audit they conducted on the TCTDA for fiscal year 2021/2022. The report found no major points of concern. After the presentation was over, there was no major conversation or questions for Lutchia Johnson, and the board thanked her for her time.

#### **VI. Old Business**

Chairman Parker then brought up the first item of old business, which involved openings for board members. The TCTDA is set to include their newest member, Madeline Magin, in the new year and Dee Dee Perkins is to continue her time on the Board for a second term after the Board of Commissioners appointed both on 11/14/2022. The board will be organizing and appointing committees in the new year. Jessica Whitmire is likely to gain another term and fill the newly created seat reserved for a Rosman representative.

#### **VII. New Business**

- a. FY 23 Budget Amendment – This budget amendment involved the leasing of the visitor center and the 2-year agreement that the TCTDA has with the Chamber of Commerce. The current budget must be amended to prepay for the following year, and this amendment must be approved by the board. The amendment comes because of a set of new GASB standards related to leases.
  - a. Aaron Baker moved to approve this item and Ali Lien seconded. The motion was unanimously approved by the board.
- b. Transylvania County Visitor Profile Report – Clark Lovelace started a conversation about the recent report from SMARI in the last TCTDA meeting that detailed a visitor profile of Transylvania County. In addition to this report, a stakeholder survey conducted by Market Connections will be going out to businesses throughout Transylvania County and will be collected by the due date on December the 14<sup>th</sup>. The plan is to cover both of these in more detail with the board in early 2023.

Clark also shared plans to take the various reports that are shared with the board throughout the year and use them to create a consistent and comprehensive quarterly report. A brief discussion followed.

#### **VIII. Public Comment**

There was no public comment.

Larry Chapman informed the Board about two upcoming events, an event at the Rogow on 12/2/2022 and a special award ceremony for a distinguished Veteran receiving an honor from the French Consulate on 12/7/2022 at the Gazebo underneath the courthouse.

Jessica Whitmire informed the board of a series of events and parades happening over the upcoming weekend in both Brevard and Rosman.

Madeline Magin introduced herself to the board and greeted board members.

#### **Adjournment**

Aaron Baker moved to end the meeting and Isaac Allen seconded the motion. The motion was passed unanimously and the meeting adjourned at 9:45 am.