

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/>

March 23rd, 2023

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, Layton Parker, Isaac Allen, Dee Perkins, Larry Chapman, Ali Lien, Madeline Magin

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, Mark Johnson, Patrick Scott, Lynne Joyce, Karen Tessier, Jeffrey Adams, Becky McCann, Wilson Hooper

Chairman Layton Parker called the meeting to order at 8:31 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 then requested any questions or other modifications to be made to the agenda.

Dee Dee Perkins moved to approve the agenda as presented, seconded by Larry Chapman. 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 meeting, contracts and the approval of the FY22/23 Partner Funding List. Dee Dee Perkins moved to approve the consent agenda as presented, seconded by Aaron Baker. The motion was unanimously approved by the board.

V. Presentations

- a. Financial Report – Acting Finance Officer Kate Hayes gave a brief update about the status of Financial Reports going forward. There was no official financial report to give at this meeting. The county will be remitting the occupancy tax on a quarterly basis to comply with the statutes. The board expressed a desire to continue to receive revenue and expense reporting on a monthly basis. Kate Hayes informs the board of Jonathan Griffin's resignation as Finance Officer and the subsequent diminished capacity of staff's support role going forward.
- b. Office/Staff Report – TDA Director Clark Lovelace gave a report on the operations and status of his office and staff. Mr. Lovelace discussed completion of the adventure guide and map, which is now being distributed throughout the area. A conversation regarding the website Booking.com and the fact that they do not collect occupancy tax took place. The Transylvania Always Committee will be making a spring push on waterfall safety and Leave It Better messaging. The Destination Infrastructure Committee has a project that will be going to the board later in the meeting. Jeffrey Adams, the new Planning and Community Development Director, is working on resurrecting the Community Appearance Initiative. Per County Manager Jaime Laughter, it is best to push the 2nd year TDA funding support to FY24. Mr. Lovelace also gave a shoutout to Virginia Watkins, the TDA Department's Outreach Specialist, for coordinating the meeting elements of the retreat, including refreshments.
- c. City of Brevard Streetscape Funding Request – Wilson Hooper, the City Manager for the City of Brevard, gave a presentation for a funding request on behalf of the city. This project is the Streetscape project already underway in downtown Brevard. This project seeks to improve the sidewalk downtown by bulbing out the sidewalks at major street crossings and adding places to sit and dine outside. This project will also include beautification efforts which will replace the old, dangerous invasive trees along the road with fresh native trees. One phase of the project involving the Times Arcade Ally has been postponed. These changes are intended to enhance a sense of place, draw people into town, enhance the capacity of the sidewalk and create more space for people waiting for the light to change. This will also include greater ADA accessibility and reduce the chance of a crash for cars making turns at the intersection. The project will also include

some changes to the water and sewer system below the road and sidewalk being worked on. The city wants this project to be finished quickly to prepare for NCDOT's major upcoming project to repave main street. This project will reduce the number of available parking spots by 19. The hard surface aspects of the project should be done by the end of April. The City of Brevard is asking the TDA to contribute \$175,000, approximately 10% of the total cost, toward the project and is offering permanent recognition for the contribution in some form like a plaque once the project is completed. When asked, Mr. Hooper noted that while the city has enough money to complete the project whether the TDA contributes or not, this contribution will allow the city to save money for future projects in the future that will compliment the changes being made with this project.

VI. Old Business

There was no old business to discuss at this meeting.

VII. New Business

- a. Heart of Brevard Annual Marketing/Program Funding Request – This funding request is one that the TDA has received from the Heart of Brevard for approximately the past seven years and is for an amount of \$10,000. The money will go towards the organization's 2023 list of events and initiatives. The board discussed the fact that one of its members, Jessica Whitmire, serves on the Heart of Brevard Board of Directors. Chairman Layton Parker moved to recuse Ms. Whitmire and Ali Lien seconded this motion. The motion passed unanimously. The board then discussed passing the funding request and asking the Heart of Brevard to present on their events and initiatives in August or September. Larry Chapman moved to approve the funding request and Dee Dee Perkins seconded the motion. The motion passed unanimously.
- b. City of Brevard Streetscape Funding Request – This item of new business is in reference to presentation given earlier in the meeting from Wilson Hooper about the streetscape project in downtown Brevard. The board first discussed that Aaron Baker needed to recuse himself from the vote due to his association with the City Council. Larry Chapman made a motion to recuse Mr. Baker and Jessica Whitmire seconded the motion. The motion passed unanimously. The board discussed the amount they would approve funding to the city. Larry Chapman made a motion to approve the request for \$125,000 but he did not receive a second. This motion became null and void. Dee Dee Perkins made a motion to approve \$175,000 for the city and Dana Antonuccio seconded the motion. The motion had 6 in favor of the motion and 1 opposed to the motion. The motion was approved.

- c. Transylvania Always Committee Budget Update – This update included a brief discussion on the Leave it Better and waterfall safety programs. With the upcoming planned promotion of the two campaigns, the committee expenditures would exceed the budgeted \$175,000. The committee is asking for an increase in the FY23 budget to enable these campaigns. This would require a budget amendment. Chairman Layton Parker made a motion to make an amendment to the FY23 budget to increase the Transylvania Always expenditure line to \$225,000, and Aaron Baker seconded the motion. The motion passed unanimously.

VIII. Public Comment

No request for public comment.

IX. Board Member Comments

During this section of the meeting, board members offer a few brief comments about various topics. Larry Chapman suggested that the City of Brevard give the TDA an update about the project as it reaches certain milestones or nears completion.

Adjournment

Dana Antonuccio moved to end the meeting and Isaac Allen seconded the motion. The motion was passed unanimously, and the meeting adjourned at 10:13 am.

Minutes respectfully submitted by Liam McKissock

TCTDA Mission Statement – *To generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government, and to contribute to a vibrant, sustainable economy.*