

# **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/>*

**May 25th, 2023**

**8:32 am**

### **Call to Order**

#### **I. Welcome**

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

Aaron Baker, Dana Antonuccio, Layton Parker, Isaac Allen, Dee Dee Perkins, Ali Lien, Madeline Magin

Jessica Whitmire arrived at the meeting at 9:16 am.

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, Liam McKissock, Patrick Scott, Karen Tessier

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

#### **II. Public Hearing**

Chairman Layton Parker held a public hearing for the FY 23/24 Transylvania County Tourism Development Authority Budget. After a summary and discussion, Chairman Parker opened the floor for public comment, however there was none. Chairman Parker then entertained a motion to close the public hearing with a second from Isaac Allen. The board then approved the motion unanimously.

#### **III. Public Comment**

Chairman Layton Parker then opened the floor for members of the public to participate in the regularly scheduled section of the meeting open for public comment, however there was none.

#### **IV. 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 modifications to be made to the agenda.

Aaron Baker moved to approve the agenda without modifications, seconded by Ali Lien. The motion was unanimously approved by the board.

**V. 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. Isaac Allen pointed out that there were a few typos in the contracts. Clark Lovelace indicated that contracts come from third parties and are then reviewed by us, primarily for the main terms and from a legal perspective. There may be a few grammatical errors in the detailed language that weren't noticed. These contracts have been executed. He'll double-check to be sure the errors are nothing substantive. Aaron Baker moved to approve the consent agenda as presented, seconded by Madeline Magin. The motion was unanimously approved by the board.

**VI. Presentations**

- a. Financial Report – NCACC Management Fellow Liam McKissock gave a brief presentation on the financial information relating to the TCTDA. One big finding from the presentation was that the occupancy tax collections were abnormally down when compared the same period last year, however Mr. McKissock and Clark Lovelace indicated that this was likely due to late payments from certain accommodation owners around the county.
- b. Office/Staff Report – TDA Director Clark Lovelace gave a report on the operations and status of his office and staff. He discussed, among other things, the progress of messaging efforts going on throughout and beyond the county, such as a new set of waterfall safety posters going out in multiple languages to cater to the diverse array of visitors the county sees on a seasonal basis. Mr. Lovelace gave an update on the Transylvania Always Committee, the Destination Infrastructure Committee, and the Grant Committee. Mr. Lovelace also described a statement of support to allow up to half of TDA expenditures to be used for tourism related activities other than promotion. A minor adjustment was noted for the statement. Clark will update and it will be presented to the board next month for approval.

**VII. Old Business**

- a. FY23/24 Budget Proposal – Returning to the budget proposal, Dee Dee Perkins made a motion to approve the budget proposal, and Jessica Whitmire Seconded the motion. The motion was unanimously approved by the board.
- b. City of Brevard Streetscape Project Funding – This item of old business involves the City of Brevard Streetscape project that was approved in a previous meeting. This item

of business was to decide whether to approve the actual disbursement of funds for the project.

- i. Before the actual vote could begin Aaron Baker stated that he would have to recuse himself from the vote due to his membership on the Brevard City Council. Aaron Baker made a motion to recuse himself and Dee Dee Perkins seconded the motion. The motion passed unanimously.
- ii. With Aaron Baker recused, the rest of the board discussed whether to approve the disbursement. Dee Dee Perkins made a motion to approve the disbursement of funds for the project and Jessica Whitmire seconded the motion. The motion was approved unanimously.

#### **VIII. New Business**

- a. FY23/24 Audit Contract – The first item of new business was to decide whether to approve the audit contract with Martin Starnes. Layton Parker made a motion to approve the audit contract and Madeline Magin seconded the motion. The motion was approved unanimously.
- b. 2024 Board Chair – The Board discussed the upcoming need to appoint a new Chair for the Board as Layton Parker’s term limit was about to arrive in December. Aaron Baker made a motion to nominate Dee Dee Perkins as Chair of the TCDA and Isaac Allen seconded the motion. The motion was approved unanimously. Clark will share this as a recommendation to the County Commissioners.
- c. Market Connections Annual Contract – This item of new business was to decide whether to approve the annual contract with Market Connections for another year. After a brief discussion, Dana Antonuccio made a motion to approve the contract and Aaron Baker seconded the motion. The motion was approved unanimously. Clark will submit this to the County Commissioners for the required review for contracts of \$50,000 or more.
- d. Media One Annual Contract – This item of new business was to decide whether the board should renew the annual contract with Media One. After a brief discussion, Dana Antonuccio made a motion to approve the contract, and Dee Dee Perkins seconded the motion. The motion was approved unanimously. Clark will submit this to the County Commissioners for the required review for contracts of \$50,000 or more.
- e. Grant Committee Update – For this item of new business, Clark Lovelace gave an update on the Grant Committee. The Grant Committee will now meet every month after the regularly scheduled TCTDA meeting. Grant Bullard is moving from the grant committee to the Transylvania always committee, so there is an opening. This is typically filled by a board member. Dana Antonuccio volunteered to join the committee as long as there was no one else who wanted to serve.

#### **IX. Public Comment**

Layton Parker opened the floor again for any members of the public that wished to comment on the business of the board. There was no request for public comment.

**X. Board Member Comments**

During this section of the meeting, board members offer a few brief comments about various topics. Clark Lovelace discussed the camp digital toolkit. Dee Dee Perkins asked Aaron Baker if he knew of any updates involving Brevard City Camper. Mr. Baker described the project as experiencing increasing costs and apprehension surrounding investment, but stressed they were just reevaluating the project, not quitting. Mr. Baker stressed that it was not true that there is a spring on the property. Mr. Baker also invited board members to attend a meeting for the Short-Term Rental Task Force on June 15<sup>th</sup> at 11am.

**Adjournment**

Aaron Baker moved to end the meeting and Dana Antonuccio seconded the motion. The motion was passed unanimously, and the meeting adjourned at 10:11 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.*