

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/>

June 22nd, 2023

8:32 am

Call to Order

I. Welcome

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

Layton Parker, Dee Dee Perkins, Aaron Baker, Larry Chapman, Ali Lien, Madeline Magin, Jessica Whitmire, Isaac Allen

The following TDA Staff members were present at the meeting:

Gracie Sheffield, Virginia Watkins

The following people were also present at the meeting:

Jason Cox, Patrick Scott, Kate Hayes

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

II. 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.

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. Larry Chapman moved to approve the agenda without modifications, 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 meeting, contracts, and the approval of the FY22/23 Partner Funding List. Dee Dee Perkins moved to approve the consent agenda and Aaron Baker seconded the motion. The motion was unanimously approved by the board.

V. Presentations

- a. Budget and Management Analyst Kate Hayes gave a brief presentation on the financial information relating to the TCTDA. A short conversation began after the presentation ended. Aaron Baker made a motion to approve the financial report and Jessica Whitmire seconded the motion. The motion was unanimously approved by the board.

VI. Old Business

- a. Statement on NC Spending Regulations – This item of new business involves the newest and final version of this document that was distributed to board members. The board will continue to take recommendations and initiatives as it learns about other TDAs and their troubles with pursuing capital projects that bump against spending thresholds. This board is in favor of future flexibility in spending.

From strategic planning meetings, the Task Force and the Chamber of Commerce executive team have indicated their continued interest in the visitor center. While all parties are looking at long-term options, they are likely to continue working in this space for the next 2-3 years under similar contractual terms.

Virginia Watkins presented several promotional pieces to board members for the Transylvania Always initiative. Larry Chapman discussed the continued presence of trash along corridors throughout the county. Dee Dee Perkins discussed a new campaign to create and distribute cardboard coasters to breweries and restaurants throughout the county with unified messaging. A discussion began that explored the options and implications of introducing exemptions at the landfill.

VII. New Business

- a. FY23 TCTDA Budget Amendment – This amendment became necessary for the board to approve to have available funds for the City of Brevard Streetscape project and the greenhouse at the Southern Highland Reserve. The funding is made up from the fund balance and is the first year we have disbursed more than revenues. Isaac Allen made a motion to approve the amendment and Ali Lien seconded the motion. The motion was unanimously approved by the board.

VIII. 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.

IX. Board Member Comments

Larry Chapman talked about the Veteran's History Museum. Visitation is strong and the museum has a lot of new displays. The area is running out of space and has subsequently rented warehouse storage. The museum will become NC's military museum pending an official signature. Mr. Chapman also discussed what assumptions we should consider about the occupancy tax if we know that the city is making changes to short-term rentals.

Aaron Baker discussed the future implication of zoning, saying that all current short-term rentals will be grandfathered in and that we should not lose anything in the short-term, but rather lose out on some revenue that could have come about from a new short-term rental operating in what will then be a restricted area. The trend for growth of short-term rentals in the community is already flat, however. The target for these new laws will be houses and properties that are only being used as a short-term rental. Jessica Whitmire described how the annual Riverfest went well and received record-breaking numbers of people attending.

Virginia Watkins described how the Appalachian Folk Festival will be happening this weekend on Saturday at 10:00am.

Layton Parker reminded board members that the grant committee will start meeting right after this meeting to consider the Heart of Brevard request.

Adjournment

Dee Dee Perkins moved to adjourn the meeting and Jessica Whitmire seconded the motion. The motion was approved unanimously by the board and the meeting adjourned at 9:22am.

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.*