

**Transylvania County Tourism**  
**Minutes of March 26, 2020 Board Meeting**  
***(Virtual Meeting)***

**Present:** Layton Parker, Dee Dee Perkins, Grant Bullard, Tad Fogel, Libby Freeman, Tracie Trusler, Mac Morrow, Mike Hawkins, Aaron Baker

**Absent:** None

**Staff Present:** Clark Lovelace, Mary Jo Gordon, Prentiss Brewer

**Guests Present:** Jonathan Griffin

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**Call to Order – Layton Parker**

The meeting was called to order at 8:32am by Layton Parker.

Layton welcomed everyone and thanked them for attending.

Clark explained how this meeting has been made available to the public.

**Presentation of Minutes – Layton Parker**

Minutes of February 27, 2020 were sent out via email in advance of the meeting. Dee Dee made a motion to approve as presented. Mac seconded. Motion passed.

**Office Report – Clark Lovelace**

Financials – Clark reported that revenues were 10% over budget and 19% over prior year. We are \$60,000 ahead of budget year-to-date. None of the expenses are slated to go over although some will be under. Dee Dee made a motion to approve the financials as presented. Tad seconded. Motion passed unanimously.

Office – Clark noted that he had been in “triage mode” since the closing of the office. He is part of a task force focused on helping businesses navigate this crisis. A chat function has been added to the explorebrevard website, as well as a COVID-19 webpage. Informational emails have been sent to partners. E-blasts will come back soon but with different messaging. Clark asked MJ to make sure all board members are on our local partner list.

**Chair Report – Layton Parker**

Marketing Strategy for the Remainder of FY20 – Layton went over the talking points and communication strategy handout. Discussions were held regarding messaging and dissemination of information to partners. Layton informed the group that TCT would continue to be a source of information for its partners. MC and staff quickly identified \$35K of expenses that can be relatively easily pulled from the marketing plan. After discussion, Tad made a motion to go ahead and cancel the \$35K right away. Mac seconded. Motion passed. Layton indicated that we’re currently working on additional cuts that go a bit deeper.

FY20 Finances - Projections of income in the last months of FY20 were discussed. It was acknowledged how challenging this is to do in the rapidly changing environment with an unprecedented event. Further discussion resulted in a consensus to cut as much marketing as possible, including looking at MC's retainer. Clark will take this message to MC. Layton asked for feedback for the FY21 budget.

Additional COVID-19 Actions – Discussion was held on ways to support local businesses financially, in addition to the communications we were sending out.

Misc. – Prentiss asked for direction in handling grant requests, noting that a quarterly review is necessary prior to our next meeting. Layton said to continue, but with awards being contingent on an event or project actually happening.

**Old Business** – Clark asked the board to think about anything with the strategic plan that might slip through the cracks. Aaron asked Clark to send out a revised budget once marketing cuts have been made.

**New Business** – None

**Public Comment** – None

**Meeting Adjourn** – Meeting was adjourned at 9:58am by Layton Parker.

Minutes respectfully presented by Prentiss Brewer.

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