



Transylvania County Tourism Development Authority Minutes of 2/25/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Mac Morrow, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Nathan Jordan, Jonathan Griffin

Call to Order – Layton Parker

The meeting was called to order at 8:31 AM by Layton Parker.

Presentation of Minutes – Layton Parker

The minutes of January 28, 2021 were presented for review by Layton Parker. Grant Bullard made a motion to approve as presented. Dee Dee Perkins seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – On the revenue side we continue the trend with record returns, mostly reflected in the STR market. On the expense side, everything is in line, although a few categories are trending toward some unspent dollars vs. what was budgeted, specifically the grants and partnerships category. David Guice made a motion to approve January financials as presented. Dee Dee Perkins seconded the motion. Motion passed.

Office Report and Tourism Updates – Clark asked if there were any questions on his report with the advanced board packet. He reminded board members to check their explorebrevard.com emails on a regular basis, especially the week or so prior to meetings. Corey will no longer send out reminder texts after today.

Chair Report – Layton Parker

Brevard Music Center Funding Request – Layton reminded that the request from BMC is for \$50,000 toward \$100,742 to upfit the Parker Concert Hall as an event space for weddings, conferences, etc. A discussion was held and the consensus was that this request supports our mission and is an answer for groups that we want to attract and will benefit our hotels. BMC has a marketing plan and has hired staff to promote and manage the venue. Their plan needs to include programming to enhance weekday and off season visitation, which should be covered prior to disbursing funds. Dee Dee Perkins made a motion to approve the grant request as presented. Mac Morrow seconded the motion. Motion was approved unanimously.

Chamber/TCT Contract - Layton reminded that a committee comprised of two TCT board members and two Chamber board members were tasked with focusing on a new contract beginning July 1, 2021. The group met and are recommending a one-year contract with the same structure including a base amount and amendment, with a 2.4% increase. Mack Morrow made a motion to renew the contract for one year. Libby Freeman seconded. Motion passed unanimously.

Destination Infrastructure Funding Request – Dee Dee Perkins

The Destination Infrastructure Committee received a funding request from the Heart of Brevard and the City of Brevard for \$9,000 toward \$27,000 for Christmas/Holiday snowflake decorations for the downtown light posts, with each of the other entities contributing the same amount. A motion was made from the Destination Infrastructure committee to approve the grant request as presented. Libby seconded the motion. Motion was approved unanimously.

Old Business

None

New Business

None

Public Comment

None

Meeting Adjourn

Motion made to adjourn meeting at 8:55 by Dee Dee. Seconded by Grant. Motion passed.

Minutes respectfully submitted by Corey Gafnea