



Transylvania County Tourism Development Authority Minutes of 7/22/21 Virtual Board Meeting

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

Absent: Mac Morrow

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Jonathan Griffin, Larry Chapman, Ken Corn, David Morrow

Call to Order – Layton Parker

Layton Parker called the meeting to order at 8:31 AM.

Presentation of Minutes – Layton Parker

LP presented the minutes of the June 24, 2021 board meeting for review. Dee Dee Perkins made a motion to approve as presented. David Guice seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – CL referenced his comments with the financials in the advance packet and noted that ultimately June financials will include both May and June occupancy tax returns. These only include May. He will share updated June financials at the August meeting. There were no questions.

Office Report and Tourism Update – CL stated that staff is continuing to work on FY22 grant standards and noted that tourism grants will now cap at \$5,000. The Transylvania Always and Destination Infrastructure committees are continuing to reach out to partners to look for good projects to fund. He asked if any questions on his update with the advance packet. There were none.

Guest Speakers Veteran's Museum of the Carolinas – Larry Chapman, Ken Corn, David Morrow

The Veteran's Museum of the Carolinas has a digital campaign to drive visitors to the Museum. Ingles sponsored the campaign. This campaign has been very effective. The total visitation from June 23 - July 14 was 577 people. Higher visitation can be linked to digital marketing. The average time spent in the museum is one hour. All of the docents are veterans. There is a very authentic community supporting the museum and it is one of a handful of heritage sites in the county. While the need for funding support was broached, no specific request was made. Clark shared that TCT does not provide general funding support for basic operations for the many worthwhile nonprofits in Transylvania County, but it does support specific programs or events on a case-by-case basis. TCT is working on an update to their funding process and will share that information when completed.

Chair Report – Layton Parker

Ecusta Trail – There are still a lot of questions. What happens if the RAISE grant falls through? Will City of Brevard still take the lead on the funding and development of the trail in Transylvania County? We're trying to set up a meeting with City Manager Jim Fatland to discuss. The closing is scheduled for the end of next week.

2022 TCT Board of Directors – LP noted that Tracie's position as an accommodation owner member needs to be filled. It could be a member at-large position if Ali Lien moves into an accommodation owner position. Another at-large seat will need to be filled at the end of the year to fill Grant's spot. An application needs to be filled out to apply for any open positions. Layton Parker's term as president/board ends December 2022. Options were discussed. When asked Clark shared that the bylaws allow for an individual to serve two consecutive terms. The resolution that created the TCTDA states that the county commissioners appoint the chair. Libby made a motion to recommend that the county commissioners appoint Layton Parker as chair for the next two years. David Guice seconded the motion. Motion passed unanimously.

Chamber/Tourism Contract Options – Jonathan Griffin

Jonathan Griffin made a presentation to update the board on options as they consider the best structure moving forward. He emailed his slide show to board members as well.

Old Business

None

New Business

Corey reminded that board members are provided a branded golf shirt to promote our organization. She will reach out via email.

LP took a quick straw poll and determined that it is appropriate for our next meeting to be held via zoom. GB offered Gwynn Valley as a meeting place, plenty of open covered outdoor space to meet. LP indicated that we may consider that at the next meeting.

Public Comment

None

Meeting Adjourn

LP made a motion to adjourn the meeting at 10:41.

Minutes respectfully submitted by Corey Gafnea