



## **Transylvania County Tourism Development Authority Minutes of 3/25/21 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 8:30 AM by Layton Parker.

### **Presentation of Minutes – Layton Parker**

The minutes of the February 25, 2021 board meeting were presented for review by Layton Parker. Libby Freeman made a motion to approve as presented. Dee Dee Perkins seconded. Motion passed.

The minutes of the February 25, 2021 board retreat were presented for review by Layton Parker. Libby Freeman made a motion to approve as presented. Jessica Whitmire 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 it looks like there will be unspent dollars vs. what was budgeted in the grants and partnerships category. Dee Dee Perkins made a motion to approve January financials as presented. Grant Bullard seconded the motion. Motion passed unanimously.

Clark indicated that Jonathan had reached out regarding TCT's audit. Martin Starnes (MS) has made a proposal to conduct the annual audit at a cost of \$6,000, the same price as 2020. Transylvania County has agreed to have their audit performed by MS, creating various efficiencies. Layton made a motion to move forward with MS as presented. David Guice seconded. Motion passed unanimously.

**Office Report and Tourism Updates** – Clark asked for any questions on his director's report that was sent out with the advanced board packet. There were none.

### **Chair Report – Layton Parker**

**Chamber/TCT Contract** – A discussion was held regarding the Chamber/TCT contract and the structure of the two organizations moving forward. Clark shared a slide presentation that he and

Layton had created to cover the historical structure of the partnership, the factors that have changed to lead to a need to make changes, and how to move forward in a collaborative way to ensure the best outcome. Following discussion, it was determined that a voluntary group from this board would get together and discuss next steps, likely connecting with representatives from the Chamber board.

**FY22 Budget** – Layton shared a document with a sample budget for FY22 based on an estimated year-end for FY21. He shared that budgeted revenues will likely be above \$1.5M, our largest ever by a considerable amount. He shared what that would likely mean for various expense categories and noted that we would still have a substantial fund balance to consider as well. The finance committee will present a budget at the May meeting.

### **Old Business**

Clark met with the new hotel developer Tye Warren and Tye has met with the planning board. Approval for the sale of the land has passed and the next step is to accept public comments regarding the development.

### **New Business**

None

### **Public Comment**

None

### **Meeting Adjourn**

Motion made to adjourn meeting at 10:29 by Libby. Seconded by David Guice. Motion passed.

Minutes respectfully submitted by Corey Gafnea