

Transylvania County Tourism Development Authority

Minutes of 12/5/19 Board Meeting

Present: Grant Bullard, Lori Roberts, Layton Parker, Billy Smith, Mac Morrow

Absent: Aaron Baker, Mike Hawkins

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

Call to Order – Grant Bullard

The meeting was called to order at 8:33AM by Grant Bullard.

Grant thanked Billy & Lori for their service as this is their last meeting. Clark added his thanks. Grant welcomed Mac as a new board member, representing the city, and Mary Jo as a new staff member.

Presentation of Minutes – Grant Bullard

The minutes of October 24, 2019 were presented for review by Grant Bullard. Lori Roberts made a motion to approve as presented. Layton Parker seconded. Motion passed.

Office Report – Clark Lovelace

Financials – Revenues up 5.5% over budget and 13% over prior year. Expenses are in line with the following items of note:

- Last year's year-to-date is short one monthly service contract payment to the chamber, explaining the difference in comparison to this year
- Last year's year-to-date includes both 50% payments to the auditor. We have not yet received the second invoice this year.
- Supplies is up for early in the year due to the purchase of booth supplies and equipment with our logo

Layton made a motion to approve financials as presented. Lori seconded. Motion passed.

Office Report and Tourism Updates – Clark covered the following:

- The city is looking into more paid downtown parking, with a good deal of local conversation on the topic occurring. Mac said that a 2013 study said parking was good but relied too much on private lots. They are looking at more paid parking lots since the current paid parking is generating revenue. They would also like to keep the courthouse in downtown and hope to get a garage to help make that happen.
- Based on board feedback, TCT purchased the URL and web content for Brevard.com. Clark is working on an agreement and consulting with an attorney on a non-compete clause.
- Welcome to Mary Jo, who just joined the team.
- Chamber Member Services Coordinator, Emily Martin, is departing for a new opportunity.
- Tourism Business Updates
 - The new facility at Brevard Music Center is impressive. Mark Weinstein referenced having heard from many that our community needs a conference facility and indicated that he believes this could be a solution, although additional funding to upfit it would be required.
 - Transylvania Always committee planning a February meeting with a facilitator to discuss sustainability.
 - VisitNC will hold a conference in Asheville on March 22-24 at the Grove Park Inn. The MC team and Clark go each year. Since it's so close, we may have Prentiss and MJ attend as well. Board members may consider attending.

Chair Report – Grant Bullard

A Look Ahead at the Next 90 Days

Grant stated that the next 90 days are both unique and eventful for the TCT board. Layton will take over as chair on 1/1 with our next scheduled meeting on January 23rd. Dee Dee and Tracie will begin their terms on 1/1, assuming they are approved by the commissioners on 12/9. The two new board members will likely join our board in February. The open period for the two new spots goes through December 31. We can then review all applications on file and make a recommendation to the commissioners, presumably at the January meeting.

Grant recommended an additional board meeting in early January. Following discussion, consensus was to hold a board meeting on January 9 to focus on reviewing applications and making selections for recommendations to the commissioners and to discuss committees for 2020.

Grant indicated that February is when we typically have our retreat and asked the board what it wanted to do. Clark indicated that he has spoken with Chris Cavanaugh who would facilitate, based on availability. It was determined that the board would have a ½ day retreat on February 27, starting at the normal 8:30am time.

2020 Board Protocol

Grant indicated that we need to determine the best structure for our board meetings in 2020 to accomplish our objectives, sharing that Layton may have some thoughts since we're entering his term as chair. Following discussion, the board decided that Market Connections should continue to attend every other meeting, with the other meetings featuring a committee who will present to the board. These meetings will be assigned at the beginning of the year. Committee chairs can alert Layton or Clark if they have an item they would like on the agenda item for months when they're not presenting. Conversation turned to committee assignments and it was determined that Grant, Layton, Aaron, and Clark will meet prior to the 1/9 board meeting to discuss committees and provide some recommendations at the 1/9 meeting.

Old Business

None

New Business

None

Public Comment

None

Meeting Adjourn

Layton Parker made a motion to adjourn. Billy Smith seconded. Meeting adjourned at 9:47 AM.

Minutes respectfully submitted by Prentiss Brewer
