

# **Transylvania County Tourism Development Authority**

## **Minutes of 2/27/20 Board Meeting**

**Present:** Grant Bullard, Aaron Baker, Layton Parker, Dee Dee Perkins, Mac Morrow, Libby Freeman

**Absent:** Tracie Trusler, Tad Fogel, Mike Hawkins

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

**Guests Present:** Jonathan Griffin, Karen Tessier

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### **Call to Order – Layton Parker**

The meeting was called to order at 8:30AM by Layton Parker. He indicated that plans are for a relatively brief meeting to enable the board to move on to the retreat.

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

The minutes of January 23, 2020 were presented for review by Layton Parker. Mac Morrow made a motion to approve as presented. Dee Dee Perkins seconded. Motion passed.

### **Office Report – Clark Lovelace**

**Financials** – Clark reviewed financials. Occupancy revenues were way above budget and prior year (29% & 38%). Year-to-date is 8% over budget and 17% over prior year. VRBO/Homeaway returns for last three months increased (\$4K in Oct, \$8K in Nov, \$13K in Dec) during a time when visitation decreases. The assumption is STR owners are transitioning how they collected. Aaron noted that May budgeted revenues are lower than they should be and asked why. Clark didn't know, but agreed that they seem low. He'll look into it and report back. On the expense side, chamber contract payments were one month behind last year and are one month ahead this year, with the latter being due to the fact that the county's new system records invoices on date filed not date paid. Strategic plan implementation is looking like it will finish well behind budget amount. Transylvania Always is looking like it may finish well under also. Clark reached out to two partners who normally request funding and has now received a request from both, which he will cover momentarily. Mac made a motion to approve finances as presented. Dee Dee seconded. Motion passed.

Fund balance update – We are currently \$48,000 ahead of budget on revenue. That amount will likely grow at year-end. Estimate is \$75,000. With the expected \$75,000 less in spending, this leaves us with another year of not impacting the fund balance.

Jonathan Griffin presented a new audit contract with Martin Starnes and asked for approval. Dee Dee made a motion to approve as presented. Mac seconded. Motion passed.

**Office Report and Tourism Updates** – Clark covered the following:

- The Transylvania Always committee is hosting a symposium tomorrow (February 28) from 8:30am – 12:30 pm in the Rogow Room of the Library. 67 are registered.
- Brevard Diner is coming to the former Huddle House.
- What is our role in the National Forest plans? Tabled for next meeting.

### **Misc.**

- Clark reviewed the two sponsorship requests we received. Prentiss supplied handouts. Heart of Brevard requested \$7,000 for its 2020 programs. Brevard Music Center requested \$5,000 for its upcoming season, with the same promotional benefits as last year. Dee Dee made a motion to approve both requests as presented. Grant seconded. Motion passed.

## **Chair Report – Layton Parker**

### **2020 Board**

Layton asked the board if the current schedule is okay for monthly meetings. They agreed it was. He noted that with the new implementation plan, the committees have a lot of work to do and will be very busy this year.

### **Misc.**

Layton updated the board on the status of permits in the forest and on the parkway. Protocol has not changed, there are just many who do not follow the process. Permits for groups are not allowed in October.

## **Old Business**

None

## **New Business**

Mac thanked the board for their partnership on the Joel Branch / Horse Cove Connector and the Depot. Dee Dee mentioned two restaurants coming to downtown, Sully's Steamers and Pad Thai. The Riveter was mentioned as being a place that may hold events that affect us.

## **Public Comment**

None

## **Meeting Adjourn**

Libby Freeman made a motion to adjourn. Grant Bullard seconded. Meeting adjourned at 9:15 AM.

Minutes respectfully submitted by Prentiss Brewer

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