

Transylvania County Tourism Development Authority

Minutes of 5/23/19 Board Meeting

Present: Grant Bullard, Mike Hawkins, Aaron Baker, Layton Parker, Billy Smith, Charlie Landreth

Absent: Lori Roberts

Staff Present: Clark Lovelace, Prentiss Brewer

Guests Present: None

Call to Order – Grant Bullard

The meeting was called to order at 8:31AM by Grant Bullard.

Presentation of Minutes – Grant Bullard

The minutes of April 25, 2019, were presented for review by Grant Bullard. Mike Hawkins made a motion to approve as presented. Layton Parker seconded. Motion passed.

Office Report – Clark Lovelace

Financials – April occupancy (March returns) are 15% above budget and 21% over prior year. YTD occupancy returns are 10% over budget and 16% over prior year. Expenses are in line. It is worth noting that some items like special projects, tourism grants, and partnership funding, are trending toward some budgeted funds being unspent. Much discussion was held regarding operational overage and fund balance. Clark was asked to make a few changes to the information presented at the bottom of the Revenue & Expenditure Statement. Aaron Baker made a motion to approve financials as presented. Charlie Landreth seconded. Motion passed.

Tourism and Office Updates – Clark covered the following:

- Vescovo, an Italian fine dining restaurant is now open in the Lumberyard District with a ribbon cutting at 5pm on 5/24
- HOB is no longer coordinating July 4th fireworks since it's outside of their district. There will be no beer garden this year. There almost were no fireworks due to the vendor losing key technicians, but they were able to come through last-minute, with the City of Brevard taking over for this year.
- Clark had a preliminary meeting with DOT rep, Steve Williams, and Land of Sky rep, Vicki Eastland, regarding the roundabout at the entrance to Pisgah. They are open to meeting and hearing from TCT and others about how to make the entrance as welcoming and aesthetically pleasing as possible and agree that the time is right. That said, Steve shared that no big structures can be put in the middle of the roundabout. Charlie has asked the city to lead coordination of design talks with interested parties.
- Deanna Medford in the county finance office is retiring. Her replacement is Barbara Elliott.

Transylvania Economic Alliance Appointment – Dee Dee Perkins's term on TEA as the TCT representative is coming to an end and she is not eligible for another term. We need to recommend someone. Clark will email the board a list of recent past board members and ask for other suggestions.

Misc. – The waterfall safety video went out to local tourism partners, the school system, camps, and local government. There was a lot of positive feedback and pickups in local/regional publications.

Chair Report – Grant Bullard

Strategic Plan – A presentation of the results of the strategic planning process will be held in the Rogow Room on June 4 at 4pm. All partners have been invited as well as local and state elected officials. The TCT board is

encouraged to attend. A written presentation will be going to local government and others following that meeting. Chris is preparing the presentation and an implementation plan and reviewing that with Clark.

Special Projects – Grant referenced the update in the packet and asked if there were any questions or comments. Layton gave an update on Uber Media. Data is currently being fine-tuned so as not to include locals. Grant reminded that no special projects are scheduled for FY20 with funds being allocated to executing the strategic plan instead.

Misc. – Jaime Laughter and Joy Fields will present the Comprehensive Bike Plan at the next board meeting.

Finance Committee Update – Layton Parker

Layton presented the proposed budget which included a 10% increase in revenue for FY20. There was discussion about allocating more to implementing the strategic plan as well as to the sustainability campaign. Consensus was to add \$50,000 to each. This is just a preliminary version with a final version to be voted on at our next meeting.

TAC Update – Charlie Landreth

The waterfall safety PSA has already been covered. In addition, the committee is looking into adding signage at put-ins and on the bridges along the river. The Cantrell Creek Relocation Project and Horse Cove / Joel Branch Connector are still moving along. We're working on parameters and a list of recipients for communication on a FY20 sustainability project.

Old Business

None

New Business

None

Public Comment

None

Meeting Adjourn

Layton Parker made a motion to adjourn. Billy Smith seconded. Meeting adjourned at 10:01 AM.

Minutes respectfully submitted by Prentiss Brewer
