

Transylvania County Tourism Development Authority (TCTDA)
Board Meeting Minutes
August 25, 2022
8:30 am

Call to Order

Chairman Layton Parker called to order at 8:34 AM.

- I. Public Comment** - No sign up is required. Speakers will be limited to three minutes. The public hearing will end when there are no more speakers.

There was no public comment.

II. Agenda Modifications

Chairman Parker presented the agenda to the Board and gave an overview and requested question or modifications.

Larry Chapman moved to approve the agenda as presented, seconded by Isaac Allen. The motion was unanimously approved by the board.

III. Consent Agenda

All items listed below are considered routine and will be enacted by one motion. No separate discussion will be held except on a request of a member of the TCTDA.

- A. Minutes
- B. Partner Funding Update
- C. VisitNC Partner Contract

Layton Parker introduced and gave an overview of the consent agenda.

Dee Dee Perkins moved to approve the consent agenda, seconded by Isaac Allen. The motion was approved unanimously.

Jessica Whitmire arrived at 8:39 AM

IV. Presentations

- A. Financial Reports – Finance Officer

The Board received a presentation of FY 2022's unaudited financial statements and a brief overview of expenditures for the month of July 2023. General discussion followed concerning revenue trends and the impacts of local events.

Jessica Whitmire moved to receive the financial statements, seconded by Dee Dee Perkins. The motion was approved unanimously.

B. Office / Staff Report – Clark Lovelace

Clark Lovelace gave a brief update concerning the operations of the TCTDA office. No action was taken by the Board.

C. Marketing Report – Market Connections

Christian McLaughlin gave a broad overview of the marketing report distributed in advance of the meeting. The Board had general discussion and questions concerning the report. No action was taken by the Board.

Isaac Allen left the meeting at 9:30 AM and was excused.

V. Old Business

A. Ecusta Trail

A general update was given concerning the efforts of the City of Brevard concerning the Ecusta Trail. Members of the board had general discussion concerning federal grant availability, the City's financial needs regarding the trail and other planning needs. There was a consensus that the Board wished to continue supporting the City of Brevard's efforts, even if the original justification for the Board's proposed appropriation has lapsed. No action was taken by the Board.

B. Board Member Openings

The Board conducted a review of vacancies and applicants to join the TDA board.

Larry Chapman moved to recommend Dana Antonucci as an appointee to the Board of Commissioners, seconded by Aaron Baker. All in favor.

Further discussion followed regarding the other vacancies, but no action was taken by the Board. Consensus was to take no action on Libby Freeman's vacancy until December 2022.

Larry Chapman left the meeting at 9:58 AM and was excused.

VI. New Business

VII. Public Comment

Adjournment

Dee Dee Perkins moved to adjourn the meeting at 10:14 AM, seconded by Aaron Baker. All were in favor.