



Transylvania County Tourism Development Authority (TCTDA)

Board Meeting

August 22, 2024

Minutes

Board Members Present: Jessica Whitmire, Lauren Wise, Isaac Allen, Larry Chapman, Nory LeBrun, Dana Antonuccio, Madeline Magin, Dionne Hodgeson

Board Members Absent: Dee Dee Perkins

Staff: Clark Lovelace, Virginia Watkins, Jason Cox

Zoom Attendees: Juie Hooten, Mark Johnson

Members of Public: Kayla DiCristino - Regional Planner with Land of Sky's Economic and Community Development Department, Kate Hayes

I. Call to Order & Welcome: Board Vice Chair, Jessica Whitmire, called the meeting to order at 8:32am and noted a quorum.

II. Public Comment: There were no public comments.

III. Agenda Modifications: Larry made a motion to accept the agenda as presented. With a second from Isaac, the motion unanimously carried.

IV. 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 from the July 25, 2024 Board Meeting

B. Financial Statements as of July 31, 2024

C. Contracts

D. FY 24/25 Partner Funding List

Lauren made a motion to approve the consent agenda, with a second by Madeline and all in favor, the motion carried.

V. Presentations

A. Director's Report: Clark Lovelace shared a presentation that covered the new staff member, kiosk work, state spending requirements, Ecusta Trail Advisory Board changes, FY24 financial notes, Visit NC's Destination Immersion, PMO Kickoff Social, and next few meetings. Virginia spoke on the Outdoor NC's Trail Town Guide.

B. Rosman Riverfront Park Funding Request: Kayla DiCristino from Land of Sky presented the project, including the existing condition, phases of the master plan, specific aspects supported by TCTDA investment, and beneficial impact of the project. Madeline asked about the pedestrian bridge access to the school. Nory expressed concerns about flooding. Dana asked about Town of Rosman's

limited investment for phase 1. Larry spoke on the need for sidewalks and other future infrastructure improvements for the town.

VI. Old Business: Larry took Adventure Guides to the state Commissioners meeting, which were well received.

VII. New Business:

A. FY24 Audit Contract: Clark covered a slide with information from Finance Director Meagan O'Neal that noted the TDA's options with regard to selecting a firm to audit FY24 financials. Following a brief discussion, Dana made a motion to approve an audit contract with Martin Starnes & Associates as presented. With a second by Madeline and all in favor, the motion passed.

B. Funding Request- Town of Rosman's "Rosman Riverfront Park Project": Virginia provided a PowerPoint slide with a brief recap of Kayla's presentation and the grant request on the table, which has already received a recommendation to approve in full by the Destination Infrastructure Committee. Nory abstained from voting, noting concerns on how tourism-related the project is and limited Town of Rosman investment. Dana seconded the motion on the table to approve full funding. With the remaining board members in favor, the motion passed.

C. Funding Request- Transylvania County Emergency Services' "Search & Rescue Rapid Response Equipment": Virginia provided a PowerPoint slide reviewing the grant request which has already received a recommendation to approve in full by the Destination Infrastructure Committee. Lauren seconded the motion on the table to approve full funding. With all in favor, the motion passed.

VIII. Public Comment: Kayla thanked the Board for their support of the Rosman Riverfront Park Project.

IX. Board Member Comments: Board members and staff mentioned the following upcoming events: Kickoff Social for the TCTDA Partner Marketing Program for 2025, Sugarloaf Mountain Jam, Brevard Plein Air, Loretta Mary Aiken Mural and the Fly-Fishing Festival.

Adjournment: With a motion from Madeline and a second from Dionne, the meeting was adjourned at 10:16am. The next meeting is scheduled for Thursday, September 26 at 8:30am.

Minutes submitted by Virginia Watkins.

Advance notice of all meetings has been provided and all TCTDA are open to the public.
A schedule of meetings and minutes can be found at
<https://explorebrevard.com/tct/meeting-schedule-and-minutes/>