



Transylvania County Tourism Development Authority (TCTDA)

Board Meeting

March 27, 2025

Minutes

Board Members Present: Dee Dee Perkins, Jessica Whitmire, Lauren Wise, Dionne Hodgson, Catherine Lemel, Larry Chapman, Nory LeBrun, Dana Antonuccio

Board Members Absent: Madeline Magin

Staff: Virginia Watkins, Clark Lovelace, Mollie Gordon, Jason Cox, Garnet Fisher, Karen Tessier, Mark Johnson

Members of Public: Layton Parker, Chris Cavanaugh

- I. **Call to Order & Welcome:** Board Chair, Dee Dee Perkins, called the meeting to order at 8:31am and noted a quorum. She noted plans for this to be a quick meeting with a focus on official business ahead of our strategic retreat. Introductions were then made around the room while welcoming guests.
- II. **Public Comment:** There were no public comments at this time.
- III. **Agenda Modifications:** Lauren made a motion to accept the agenda as presented. With a second from Jessica, the motion unanimously carried.
- IV. **Consent Agenda:**
 - A. Minutes from the February 27, 2025, Board Meeting
 - B. Financial Statements (as of February 28, 2025)
 - C. FY 24/25 Partner Funding ListJessica made a motion to approve the consent agenda, with a second by Nory. With all in favor, the motion carried.
- V. **Presentations**
 - A. Director's Report: Clark Lovelace shared a presentation that covered numerous current marketing efforts, responses to current events, and more.
- VI. **Old Business:** There was no old business to discuss.
- VII. **New Business:** There was no new business to discuss.
- VIII. **Public Comment:** The Chair welcomed Layton Parker to the meeting.
- IX. **Board Member Comments:** There were no Board Member comments.

Adjournment: The strategic retreat will occur next. The next monthly board meeting will be on Thursday, April 24 at 8:30am. With a motion from Jessica and a second from Nory, the meeting was adjourned at 8:58am.

Minutes submitted by Virginia Watkins.