



## Transylvania County Tourism Development Authority (TCTDA)

### Board Meeting

April 24, 2025

## Minutes

**Board Members Present:** Dee Dee Perkins, Jessica Whitmire, Lauren Wise, Dionne Hodgson, Catherine Lemel, Larry Chapman, Madeline Magin

**Board Members Absent:** Dana Antonuccio

**Staff:** Virginia Watkins, Clark Lovelace, Mollie Gordon, Christine Garrison, Meagan O'Neal

**Zoom Attendees:** Mark Johnson, Julie Hooten, Nory LeBrun (@ 9:05)

**Members of Public:** none

**I. Call to Order & Welcome:** Board Chair, Dee Dee Perkins, called the meeting to order at 8:31am and noted a quorum. Introductions were then made around the room in recognition of new TCTDA staff member, Christine Garrison.

**II. Public Comment:** There were no public comments at this time.

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

#### **IV. Consent Agenda:**

- A. Minutes from March 27, 2025, Board Meeting
- B. Minutes from March 27, 2025, Board Retreat
- C. Financials (as of March 31, 2025)
- D. FY24/25 Partner Funding List

Jessica made a motion to approve the consent agenda, with a second by Catherine. With all in favor, the motion carried.

#### **V. Presentations**

**A. Financial Report:** Meagan O'Neal provided a financial report covering year-to-date expenses and revenues and answered a few questions from board members.

**B. Director's Report:** Clark Lovelace shared a presentation that covered the arrival and distribution of 2025 Adventure Guides and Points of Interest Maps, the marketing plan timeline, Leave It Better and Be Waterfall Wise spring campaigns, quarterly report, and newest staff member, Christine Garrison.

## **VI. Old Business:**

**A. Retreat Takeaways:** Retreat topics were reviewed, with top takeaways determined by the board for each one. The results of the agenda topic survey were reviewed as well. This will be taken into consideration by the chair as agendas are finalized in the coming months.

**B. Other Old Business:** Lauren referenced two projects related to The Ecusta Trail that are not eligible to be covered by existing grants. This led to a brief discussion regarding the trail with continued interest in receiving a specific request from the City of Brevard for any TDA funds in FY25.

## **VII. New Business:**

**A. Transylvania Always Committee (TAC) Update:** TAC Chair, Jessica Whitmire, reported on the TAC's FY25 project funding, Leave It Better and Be Waterfall Wise campaigns, and both the public lands and French Broad River post-Helene.

**B. Funding Request: Heart of Brevard (HOB)- "Annual Events & Programs":** Clark presented on the history of HOB's annual grant, the current application and the Grant Committee's recommendation. Dee Dee seconded the motion that is on the table from the Grant Committee to provide \$16,000 in funding for the HOB's 2025 Events & Programs. After a conversation about the benefits and growth of HOB events, all members were in favor and the motion passed.

**VIII. Public Comment:** There were no public comments at this time.

**IX. Board Member Comments:** Board members and staff covered numerous upcoming meetings, events and projects in the works.

**Adjournment:** The next meeting will be on Thursday, May 22 at 8:30am. With a motion from Larry and a second from Lauren, the meeting was adjourned at 10:24am.

Minutes submitted by Virginia Watkins.