



Transylvania County Tourism Development Authority (TCTDA)

Board Meeting

June 26, 2025

Minutes

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

Board Members Absent: None

Staff: Virginia Watkins, Clark Lovelace, Mollie Gordon

Zoom Attendees: Bob Sharver, Mark Johnson

Members of Public: Burton Hodges (Transylvania Economic Alliance)

I. Call to Order & Welcome: Board Chair, Dee Dee Perkins, called the meeting to order at 8:32 am and noted a quorum. She asked each board and support team member to introduce themselves.

II. Public Hearing

A. FY26 Transylvania County Tourism Development Authority Budget

Dee Dee covered a slide reviewing the process for development and approval of an annual budget. She asked Clark to review the budget. He did so, highlighting key elements. Dee Dee then opened the public hearing. No members of the public chose to speak. She closed the public hearing.

III. Public Comment: Dee Dee asked if any members of the public would like to provide public comments to the board. None did.

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

V. 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 May 22, 2025 Board Meeting
- B. Financials (as of May 31, 2025)
- C. FY 24/25 Partner Funding List
- D. Contracts

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

Jessica Whitmire arrived at 8:48 am.

VI. Presentations

A. Director's Report – Clark Lovelace

Clark Lovelace shared a presentation highlighting recent TDA efforts and other important tourism-related news.

B. Transylvania Economic Alliance – Burton Hodges, Executive Director

Dee Dee introduced Burton, noting the importance of the organization and their efforts over the last ten years. Burton Hodges thanked the chair and the board for inviting him to speak. He subsequently provided a presentation on the work of the organization, noting key elements like the growth in manufacturing, development of industrial space, and the potential development of an industrial park and the Ecusta property. The board asked a number of questions, ultimately leading to further discussion on the Ecusta property.

Catherine Lemel left at 9:44 am.

VII. Old Business

A. FY 25/26 Transylvania County Tourism Development Authority Budget

Dee Dee noted the earlier presentation and asked if there was anything anyone wanted to discuss further. There were no questions. Jessica made a motion to approve the budget as presented. Madeline seconded the motion, motion carried.

VIII. New Business

A. Funding Request – The Pisgah Conservancy (Pisgah River Rangers)

Dee Dee noted that this was reviewed by the Transylvania Always committee and is before the board as a committee motion. She asked Clark to share the basic details. He did so by covering a slide. Following a few questions and answers, Madeline seconded the motion, motion carried.

VI. Public Comment

There was no public comment.

VII. Board Member Comments

Dee Dee mentioned that she will be out of the country for most of July. Jessica will be handling any necessary duties that would normally fall to the chair, as vice chair, while Dee Dee is away.

Jessica expressed gratitude to the organization for supporting Riverfest. Mollie is to reach out to Jessica regarding getting photos of the event.

Lauren mentioned the need to replace boardwalks on the Estatoe Trail and the opportunity for improving that section by redirecting it.

Larry mentioned that the Korean War Remembrance event by the Veterans History Museum was a great success.

Nory gave some updates about the Longcliff development.

Dee Dee noted that a group with the governor's office will be coming to Transylvania County on July 13th to meet with outdoor businesses and businesses impacted by Helene. Dee Dee also noted that Habitat for Humanity is still working with 58 families who still don't have permanent housing following Helene.

Adjournment: The next meeting will be July 24th at 8:30am. With a motion from Madeline and a second from Jessica, the meeting was adjourned at 10:19 am.

Minutes respectfully submitted by Mollie Gordon.

*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/>*