



**Transylvania County Tourism Development Authority (TCTDA)  
Board Meeting  
March 26, 2026**

**Minutes**

**Board Members Present:** Jessica Whitmire, Lauren Wise, Dionne Hodgson, Madeline Magin, Nory LeBrun, Dana Antonuccio

**Board Members Absent:** Catherine Lemel, Larry Chapman, Emrie Carlton-Jackson

**Staff:** Clark Lovelace, Mollie Gordon, Mark Johnson (Zoom), Julie Hooten (Zoom)

**Members of Public:** None

**I. Call to Order & Welcome**

Board Chair, Jessica Whitmire, called the meeting to order at 8:34 a.m. and noted a quorum.

**II. Public Comment**

No members of the public were present.

**III. Agenda Modifications:**

Lauren made a motion to accept the agenda as presented. With a second from Dionne, the motion unanimously passed.

**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 February 26, 2026 Board Meeting**
- B. Minutes from the February 26, 2026 Board Retreat**
- C. FY26 Financials (as of February 28, 2026)**
- D. FY26 Partner Funding List**
- E. Contracts**

Nory made a motion to approve the consent agenda, with a second by Lauren. With all in favor, the motion passed.

**V. Presentations**

**A. Director's Report**

Clark Lovelace presented the director's report, including staff changes, tourism conference takeaways, 250<sup>th</sup> committee initiatives, recent marketing initiatives, financial notes, and general reminders. A brief discussion followed, with several board members highlighting the strong and lasting impact of the summer camp industry. Camps drive visitation year-round, well beyond drop-offs and pick-ups, bringing back camp friends for reunions and inspiring those who fell in love with the area as children to return and relive those experiences. No action was taken.

## **VI. Old Business**

Jessica indicated there was no official new business and asked if anyone had anything to discuss. A few questions or comments were shared, including a brief conversation on the status of previously funded projects. No action was taken.

## **VII. New Business**

### **A. Ecusta Trail Update**

Jessica noted that City Manager Wilson Hooper provided an update on The Ecusta Trail and the pledged TCTDA funds at the most recent Destination Infrastructure committee meeting. She then covered a slide highlighting what was presented. In the end, TCTDA funds are not needed at this time. More likely in 2-3 years as the trail is completed. The board reiterated what was agreed upon at the retreat - funds should be provided when needed toward the highest area of need, so no funds will be disbursed this year.

### **B. Funding Request - DuPont State Recreational Forest (Forest Health Display)**

Jessica noted that this request was reviewed by the Transylvania Always Committee and is being presented to the board as a committee motion. She asked Clark to share the basic details, which he did via a slide presentation. He confirmed that the committee considered this to be a tourism-related expenditure meeting Transylvania Always objectives and passed a motion to provide \$9,000 in Transylvania Always funds for the project, with a push to a reference to the TDA's Leave It Better program in addition to our logo. Dana seconded the motion, and it passed unanimously.

### **C. Retreat Takeaways**

Jessica indicated that she thought last month's strategic planning retreat was successful. It is important to confirm takeaways to ensure that we're in agreement on specific items and general guardrails as we proceed. She asked Clark to highlight takeaways for each section, which he subsequently did. There was agreement with what was covered. One minor change was a determination that it made sense for the Heart of Brevard to present to the full board this year and in general moving forward.

The board also discussed grant funding. Clark shared that all three committees who deal with grant decisions are experiencing certain challenges, including some similar ones. Many are due to the growth in the number of requests and amounts over the last five years. He feels that it will soon be time for a review of the program, with the move toward limited submittal periods as a likely change. Board members agreed and expressed excitement and various opinions on certain changes. Clark noted that since we are currently without 1/3 of staff capacity, including the person who handles the grant program, there is no capacity to handle this immediately. However, based on board feedback, it will be considered a high priority as soon as it is feasible.

## **VIII. Public Comment**

No members of the public present.

## **IX. Board Member Comments**

Nory shared details about an Easter event at Longcliff on 4/4. Dionne provided an update on river restoration work at Deerwoode Reserve led by Conserving Carolina and noted that the WNC Wedding Showcase will be held there on 4/18. Lauren shared that after attending a recent conference in New Bern, NC, he was reminded of the strong collaboration amongst organizations that we have in this county, something that isn't always the case elsewhere.

## **Adjournment**

The next meeting will be April 23<sup>rd</sup> at 8:30am. With a motion from Lauren and a second from Nory, the meeting was adjourned at 9:49 a.m.

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/>*