



**Transylvania County Tourism Development Authority (TCTDA)
Board Meeting Minutes
May 28, 2026**

Minutes

Board Members Present: Jessica Whitmire, Lauren Wise, Dionne Hodgson, Madeline Magin, Nory LeBrun, Dana Antonuccio, Catherine Lemel, Larry Chapman, Emerie Carlton-Jackson

Board Members Absent: None

Staff: Clark Lovelace, Mollie Gordon, Jody McNeil, Mark Johnson, Garnet Fisher, Karen Tessier, Julie Hooten (Zoom), Brooklin Havner

Members of Public: None

Call to Order

I. Welcome

Board Chair, Jessica Whitmire, called the meeting to order at 8:30 a.m. and noted a quorum.

II. Public Hearing

A. FY 26/27 Transylvania County Tourism Development Authority Budget

Jessica reviewed a slide covering the budget process that was followed. She then asked Clark to highlight key elements of the budget, which he subsequently did. She then declared the public hearing open. She noted that no members of the public were present. She then closed the public hearing.

III. Public Comment

No members of the public were present.

IV. Agenda Modifications

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

V. Consent Agenda

- A. Minutes from April 23, 2026, Board Meeting
- B. FY26 Financials (as of April 30, 2026)
- C. FY26 Grant Funding List
- D. Contracts

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

VI. Presentations

- A. FY25 Financial Audit – Brooklyn Heaver, Martin Starnes & Associates
Brooklyn Havner presented the FY25 audit report and reported that TCTDA received a clean, unmodified audit opinion. She noted decreased tourism-related revenues due to Hurricane Helene and reported that the Authority maintains approximately seven months of operating reserves. One audit finding related to the untimely completion of the audit report was discussed, and corrective measures have been implemented. A motion to accept the audit report was made by Jessica, seconded by Nory, the motion passed.
- B. Summer Camp Industry – Sandi Boyer, North Carolina Youth Camp Association
Jessica introduced Sandi, who stated that North Carolina's camp industry contributes approximately \$1.7 billion annually and that Western North Carolina is one of the nation's leading regions for overnight camps. Sandi also highlighted challenges facing camps, including staffing shortages, rising costs, and concerns regarding proposed legislation (Senate Bill 945).
- C. Director's Report – Clark Lovelace
Clark reported that TCTDA's "Find Yourself" campaign received Gold, Silver, and Bronze Telly Awards, and that Cedar Mountain was recently featured in Southern Living magazine. He provided a brief update from the Land Managers' Meeting, noting continued emphasis on visitor preparedness and the success of the "Be Waterfall Wise" campaign. Clark also shared that the Rosman Riverfront Park grant application will be reviewed by both the Destination Infrastructure and Transylvania Always committees before coming to the Board on June 25. He provided a few insights regarding year-to-date financials.

VII. Old Business

- A. FY 26/27 Transylvania County Tourism Development Authority Budget
Clark noted that one change needed to be made to the budget. The final marketing plan results in \$15,000 that was historically included in the "Marketing Plan" line item to be shifted to "Postage". Total expenditures did not change. He presented a slide with this change. Nory made a motion to approve the FY26/27 budget with this change. With a second by Larry and all in favor, the motion passed.

VIII. New Business

- A. FY26/27 Marketing Plan
Garnet with Marketing Connections presented FY26/27 marketing plan highlights, including increased investment in social media, video content, public relations, and new marketing technologies. She also shared new marketing successes, including recognition through the Telly Awards. Jessica reminded that the FY26/27 marketing plan is presented as a committee motion. Larry seconded the motion. With all in favor, the motion passed.
- B. Upcoming Board Meetings
Jessica reminded the board of the top topics and speakers that were named at the strategic retreat. She shared some considerations noted by her and Clark. Discussion ensued with resulting plans for either economic development or Lake Toxaway at the June meeting, no meeting in July, either economic development or Lake Toxaway as a priority for August through October, Cedar Mountain in August through October if possible or winter if not, and Heart of Brevard at the early December meeting.

IX. Public Comment

No members of the public were present

X. Board Member Comments

Jessica shared several community updates, including that Riverfest is scheduled for June 20 and that summer camp season is now underway. Jessica also highlighted plans for the America 250 celebration, which will feature a two-day event in downtown Brevard. Additional activities will include themed storefront window displays commemorating the nation's 250th anniversary.

Adjournment

The next meeting will be June 25 at 8:30am. With a motion from Dana and a second from Madeline, the meeting was adjourned at 10:31 a.m.

Minutes respectfully submitted by Jody McNiel