Transylvania County Tourism Development Authority (TCTDA)
Board Meeting Minutes
September 24, 2026

Minutes

Board Members Present: Jessica Whitmire, Lauren Wise, Madeline Magin, Nory LeBrun, Catherine Lemel, Larry Chapman, Emerie Carlton-Jackson, Dionne Hodgson, Dana Antonuccio
Board Members Absent: none
Staff: Clark Lovelace, Mollie Gordon, Jody McNiel, Caiti Klassovity, Mark Johnson (Zoom), Julie Hooten (Zoom)
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 that a quorum was present. Executive Director Clark Lovelace introduced TCTDA's newest team member, Caiti Klassovity. Caiti shared a brief introduction and background information, and Board members then introduced themselves.

II. Public Comment

No members of the public were present.

III. Agenda Modifications

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

IV. Consent Agenda

A. Minutes from August 27, 2026, Board Meeting
B. FY27 Financials (as of August 31, 2026)
C. FY27 Grant Funding List
D. Contracts

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

V. Presentations

A. Director's Report – Clark Lovelace

Executive Director Clark Lovelace reported that registration for the upcoming PMO Kickoff Event is strong and encouraged Board members who have not yet RSVP'd to attend and introduce

themselves to local tourism partners. He thanked Grand Olde Station and the Trust Center for their support of the event. Clark also noted that the TCTDA Annual Report was presented to the Transylvania County Board of Commissioners at their meeting earlier in the week. Clark reported that Brevard was named runner-up in Blue Ridge Outdoors' Top Adventure Town competition and noted that the Tourism Trailblazer Award will be announced at the Chamber Gala. He provided updates on upcoming events and reported no significant financial updates.

VI. Old Business

A. 2027 Board Openings

Jessica noted that it's time of year again to think about upcoming board openings. She asked Clark to provide an update. He then covered a slide with key information, noting that the two primary openings involve the Interested Individual position occupied by Nory LeBrun, and the Accommodations position occupied by Dionne Hodgson. Both are eligible for second terms and have expressed an interest in serving. Clark also noted the three applications currently on file that were included in the advance packet. A discussion ensued. Following the discussion, Dana made a motion to recommend Nory for a second term, seconded by Catherine; the motion passed unanimously. Madeline made a motion to recommend Dionne for a second term, seconded by Emerie; the motion passed unanimously. Clark noted the new plan beginning next year to reach out to any individual who completes an application to check on if they own or operate accommodations, explain the annual process with TDA board openings, invite them to attend a board meeting and introduce themselves, and other key information.

VII. New Business

A. Funding Request – Heart of Brevard (Downtown Seasonal Enhancements)

Jessica noted that this request was included in the advance packet and asked Clark to highlight key items. Clark reviewed a slide with key information, noting that the request had not been reviewed by the Destination Infrastructure Committee (DIC) due to timing considerations. Jessica opened the floor for discussion. Board members discussed the project's benefits to both visitors and residents, as well as its contribution to enhancing the downtown experience. Following discussion, Madeline made a motion to approve the request in full. Emerie seconded the motion, and the motion passed unanimously.

B. Downtown Brevard Circulation Study

Jessica reminded that this has been referenced in past meetings, but not covered in detail. There has been an input session and it is being covered at an upcoming City of Brevard meeting so she and Clark felt it worth discussing here. Clark reviewed a slide highlighting key information. Board members discussed the proposed alternatives and shared feedback regarding how the options could affect visitor access and the downtown experience. Consensus was for Clark to provide a statement at the City Council meeting noting the importance of downtown Brevard to tourism and the board's desire for a focus on options that emphasize downtown visitation.

VIII. Public Comment

No members of the public were present.

IX. Board Member Comments

Board members provided community updates and comments on items like fall trout stocking and Rosman Riverfront Park.

X. Closed Session

A. Per N.C.G.S. 143-318.11 (a) (3) To consult with an attorney in order to preserve the attorney-client privilege between the attorney and the public body.
Madeline made a motion to enter a closed session in order to preserve the attorney client privilege. Seconded by Lauren, motion passed. The board entered closed session at 10:08 a.m.

At 10:24 a.m. the regular board meeting resumed.

Adjournment

Jessica shared that the next meeting will be on October 22, at 8:30am. With a motion from Dana and a second from Nory, the meeting was adjourned at 10:25 a.m.

Minutes respectfully submitted by Jody McNiel.

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/**