



**Transylvania County Tourism Development Authority (TCTDA)
Board Meeting
December 5, 2024**

Minutes

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

Board Members Absent: none

Staff: Virginia Watkins, Clark Lovelace

Zoom Attendees: Julie Hooten, Karen Tessier, Mark Johnson, Mike Hawkins

Members of Public: Catherine Lemel

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 while welcoming guest and future board member, Catherine Lemel.

II. Public Comment: Catherine introduced herself, noting her interest in tourism related to her family's business, Keystone Camp, and sharing her gratitude for the opportunity of serving on the TCTDA Board of Directors.

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

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 October 24, 2024, Board Meeting
- B. Financial Statements as of October 31, 2024
- C. Contracts
- D. FY 24/25 Partner Funding List

Lauren made a motion to approve the consent agenda, with a second by Isaac. With all in favor, the motion carried. Isaac pointed out the misspelling of Dionne's last name in the October minutes. Madeline noted that under Board Member Comments, at the time of the meeting, Davidson River Campground was reviewing possibly providing sites for Helene temporary housing. Isaac made a motion to approve the modified consent agenda. With a second from Lauren and all in favor, the motion passed.

V. Presentations

A. Director's Report: Clark Lovelace shared a presentation that covered board member assignments with the new calendar year, the annual report, financials, Transylvania Tomorrow, the new website, holiday events and holiday and winter marketing. Numerous members reported their own observations of trends in their industries. Nory suggested possible outreach to morning shows in

the Charlotte or Atlanta market to tout our ability to welcome visitors, beyond the recent eblast press release.

VI. Old Business

There was no old business to discuss.

VII. New Business

- A. Discussion with Transylvania Economic Alliance (TEA) Board Appointee, Mike Hawkins:** Mike spoke on TEA's structure and purpose to bring new businesses to the community and grow existing businesses in the community. He provided updates such as the Sylvan Valley Industrial Center expansion project, a potential industrial/commercial/other use site in Rosman, the on-going examination of the Ecusta Mill site, growth in the hotel industry and Pardee's redevelopment of College Plaza. He also spoke on the challenges and opportunities that TEA faces in our county.
- B. Organizational Meeting Preliminary Discussion:** Clark reviewed a slide prepping the board of the upcoming organizational meeting's various topics of discussion to be considered beforehand, including the code of ethics, committee assignments, Citizens Advisory Council Training, the board orientation packet and the Vice Chair. He noted the following agenda item was one that was best to address at this time.
- C. Adoption of 2025 Meeting Schedule:** The board discussed the 2025 schedule and decided to continue meeting on the 4th Thursday of the month. Further, they determined it was best to move the November meeting to the 1st Thursday of December as has been done in the past and to cancel the meeting slated for the fourth Thursday of December. They decided to have the organizational meeting for 2026 at the early December meeting with any new members invited to attend and contribute during related agenda items. Jess made a motion to make a resolution adopting the schedule discussed, to be signed by Dee Dee. With a second from Madeline and all in favor, the motion carried.

VIII. Public Comment: There was no public comment at this time.

IX. Board Member Comments:

- Jess spoke to the many upcoming holiday events that need the community's support.
- Nory spoke to Lake Toxaway Foundation's support of the non-profit community in response to Helene.
- Dee Dee has been asked by the Rebuilding WNC After Helene Committee to serve as a liaison to keep the Governor's office abreast of the needs, what's not being met, how the rebuilding is going and the extreme financial limitations for rebuilding.
- Dionne announced that Festival of Lights still has two cabins in need of a sponsor.
- Nory announced the start of the two-million-dollar project to reinforce the Lake Toxaway Dam.

Adjournment: With a motion from Jessica and a second from Dionne, the meeting was adjourned at 10:17am. The next meeting is scheduled for Thursday, at 8:30am.

Minutes submitted by Virginia Watkins.

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/>