



Transylvania County Tourism Development Authority (TCTDA)

Board Meeting

February 27, 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: Julie Hooten, Garnet Fisher, Karen Tessier, Mark Johnson

Members of Public: Carl Newman (Veterans History Museum), Kelly Holdbrooks (Southern Highlands Reserve), Marielle DeJong (The Pisgah Conservancy), Kimberly Florence & Joevan Palmer (U.S. Small Business Administration's Office of Disaster Recovery & Resilience)

I. Call to Order & Welcome: Board Chair, Dee Dee Perkins, called the meeting to order at 8:35am and noted a quorum. Introductions were then made around the room while welcoming guests.

II. Public Comment: Carl Newman, a board member from the Veterans History Museum, introduced himself, distributed handouts, announced the season's opening this Saturday from 11am-3pm and the improvements made to their exhibits.

III. Agenda Modifications: Larry made a motion to accept the agenda as presented. With a second from Jessica, 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 January 23, 2025, Board Meeting
- B. Financial Statements (as of January 31, 2025)
- C. Contracts
- D. FY 24/25 Partner Funding List

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

V. Presentations

A. Director's Report: Clark Lovelace shared a presentation that covered Destination Infrastructure Committee's release of funds for the Community Appearance Initiative, media coverage, website launch, FY26 marketing plan timeline, Transylvania Tomorrow, and the recent sweepstakes. He provided a recap of the current agreements with the Brevard/Transylvania Chamber of Commerce (Chamber), noting that the office space lease agreement was made for one year with a second-year option to provide flexibility. Following a review as the end of year one approached, both he and Chair Dee Dee Perkins recommend exercising an option for the second year. After discussion,

Madeline made a motion to exercise the option for the second year, with Dee Dee and Clark connecting with the attorney and Chamber to execute the action. With a second by Jessica and all in favor, the motion passed.

B. The Pisgah Conservancy Update: Marielle DeJong presented on the Pisgah National Forest, its challenges, the TPC partnership role and the programs TPC provides like trail maintenance, invasive plant management, Pisgah River Rangers and trash cleanup. She thanked the TDA for their support and partnership since TPC's inception.

C. Southern Highlands Reserve Update: Kelly Holdbrooks presented on the greenhouse project update, Helene response, grand opening event and an anticipated future financial request to the TCTDA.

VI. Old Business There was no old business to discuss.

VII. New Business

2025 Strategic Planning Retreat Topic Discussion: Clark covered a slide outlining the basic plans for the retreat. It included a list of topics from the prior year's retreat. He noted that there are two topics, finances and marketing, that are essentially locked in as constants each year. The remaining topics are based on what the board believes best enables strategic planning for the next two years. Dee Dee led a discussion, which led to the selection of the following topics – 1) post-Helene outlook, 2) financial overview, 3) The Ecusta Trail, 4) affordable housing, 5) marketing, 6) NCDOT projects, 7) 250th celebration, 8) FY26 board meeting agenda topics. During the conversation it was noted that some topics, like the post-Helene outlook and The Ecusta Trail, are directly linked to tourism and TDA actions in FY26, while others, like affordable housing and NCDOT projects are ones that are important to stay informed about through a knowledgeable speaker. It was also decided that rather than including committee reports in the retreat agenda, it was best to have updates throughout the year, with the Transylvania Always Committee presenting at the April board meeting and the Destination Infrastructure Committee presenting in May.

VIII. Public Comment: Kimberly Florence and Joevan Palmer from the U.S. Small Business Administration's Office of Disaster Recovery & Resilience announced that the application deadline for physical damage due to Helene has been extended and the application deadline for businesses to apply for a business economic injury relief loan is June 30.

IX. Board Member Comments: Nory provided updates on the Lake Toxaway dam and the continued progress of the Longcliff development, as local leaders will be touring the site with North American Land Trust.

Adjournment: With a motion from Madeline and a second from Dionne, the meeting was adjourned at 10:44am. The next meeting will be the annual retreat on Thursday, March 27 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/>