



**Transylvania County Tourism Development Authority (TCTDA)  
Board Meeting  
January 23, 2025**

## **Minutes**

**Board Members Present:** Dee Dee Perkins, Jessica Whitmire, Lauren Wise, Dionne Hodgson, Larry Chapman, Madeline Magin, Nory LeBrun, Catherine Lemel, Dana Antonuccio (arrived at 9:50)

**Board Members Absent:** none

**Staff:** Virginia Watkins, Clark Lovelace, Mollie Gordon, JJ Carsen, Meagan O’Neal, Trisha Hogan

**Zoom Attendees:** Julie Hooten, Mark Johnson

**Members of Public:** David Trowbridge

**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 new board member, Catherine Lemel from Camp Keystone.

**II. Public Comment:** David Trowbridge introduced himself, noting that he works for a company related to tourism and simply wanted to check out one of our meetings.

**III. Agenda Modifications:** Larry made a motion to accept the agenda as presented. With a second from Lauren, 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 Dec. 5, 2024, Board Meeting
- B. Contracts
- C. FY 24/25 Partner Funding List
- D. Resolution 1- 2025 (2025 Regular Meeting Schedule)

Madeline made a motion to approve the consent agenda as presented, with a second by Dionne. With all in favor, the motion carried.

**V. Presentations**

**A. Financial Report:** Meagan O’Neal presented the financial report and answered a few questions. Larry made a motion to accept the financial report as presented. With a second from Jessica and all in favor, the motion passed. She also notified the board of an occupancy tax refund that the County Commission approved.

**B. Citizen Advisory Council Training:** Trisha Hogan presented on the Citizen Advisory Council protocols and practices.

- C. **Director's Report:** Clark Lovelace shared a presentation that covered the new website, Transylvania Tomorrow's second round of grant applications, the quarterly report, sweepstakes and winter lodging specials.

## VI. Organizational Meeting

- A. **Adoption of Code of Ethics:** Jessica made a motion to adopt the code of ethics as presented. Seconded by Larry and all in favor, the motion passed.
- B. **Appointment of Vice Chair:** Chair Dee Dee has extended an invitation for Jessica to continue a second year as Vice Chair and Jessica has accepted the position.
- C. **Committee Assignments:** After Clark's explanation, Dee Dee opened the floor to conversation. Following discussion, it was determined that all positions will remain as they were in 2024, with the exception of Dana becoming chair of the grant committee and Catherine joining the grant committee, both filling a hole left with Issac rolling off the board.
- D. **2025 Orientation Packet:** Clark noted that this was sent to the board ahead of a new member orientation held earlier this month and asked if anyone had any questions on the information. There were no questions.

## VII. Old Business

There was no old business to discuss.

## VIII. New Business

- A. **2025 Strategic Planning Retreat:** Dee Dee reminded of the date and time determined by the board at their December meeting. She noted the structure, location, meals, and other details from last year and asked for feedback. It was determined that all of these elements worked well last year and should be the guide for this year. Topics of discussion will be addressed at the next board meeting.
- B. **Helene's Impact on Revenues & Expenditures:** A slide was shared covering the current revenue shortfall due to reduced visitation following Hurricane Helene. Dee Dee presented options for dealing with this shortfall, from pushing The Ecusta Trail funding out a year to cutting grant funding to continuing to operate as planned regarding the budget with funds getting pulled from the fund balance at the end of the year. It was noted that a final decision potentially accompanied by a budget amendment was not required at this time. However, guidelines and general direction for staff and committees was needed. Following a lengthy discussion with careful consideration, consensus was that the expenditures in the FY25 budget are meaningful to tourism in Transylvania County and we should plan to keep them in place and pull from the fund balance at the end of the year to cover any shortfalls. We will continue to assess as the year progresses and make any adjustments if necessary.
- C. **Funding Request- The Pisgah Conservancy (Pisgah Project Day):** The grant request was presented by Virginia. It was noted that the request had not been reviewed by the Transylvania Always Committee due to a canceled meeting because of inclement weather, so it is being reviewed here without an official recommendation from the committee. Following the presentation, Madeline made a motion to approve the grant request in full amount and as requested, with a second by Lauren. With all in favor, the motion passed.

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

**X. Board Member Comments:**

- Jess announced the incoming second location of Headwaters Outfitters to Downtown Brevard's Main St. in the location that is currently Magnolia Vintage with an Apr. 1 open date. The off-site location will focus heavily on fly fishing retail while providing a kiosk for scheduling river trip reservations.

**Adjournment:** The next meeting is scheduled for Thursday, Feb. 27<sup>th</sup> at 8:30am. March 27<sup>th</sup> will be Board Retreat. With a motion from Jessica and a second from Madeline, the meeting was adjourned at 10:17am.

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/>*