



Transylvania County Tourism Development Authority (TCTDA)
Board Meeting
April 23, 2026

Minutes

Board Members Present: Jessica Whitmire, Lauren Wise, Dionne Hodgson, Larry Chapman, Emrie Carlton-Jackson

Board Members Absent: Catherine Lemel, Dana Antonuccio, Madeline Magin, Nory LeBrun

Staff: Clark Lovelace, Mollie Gordon, Mark Johnson, Garnet Fisher, Megan O’Neal, Julie Hooten (Zoom)

Members of Public: None

I. Call to Order & Welcome

Board Chair, Jessica Whitmire, called the meeting to order at 8:42 a.m. and noted a quorum.

II. Public Comment

No members of the public present.

III. Agenda Modifications

Clark suggested an amendment to the agenda, noting that the grant committee meeting that is set to occur following this meeting doesn’t have a quorum. For that reason, Clark recommended adding a funding request for WNC Flyer to New Business as item “C”. Lauren made a motion to amend the agenda as suggested. With a second from Emrie, 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 March 26, 2026 Board Meeting
- B. FY26 Financials (as of March 31, 2026)
- C. FY26 Partner Funding List
- D. Contracts

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

V. Presentations

A. Financial Update – Meagan O’Neal

Jessica noted that this is the normal quarterly update from Meagan and welcomed her.

Megan reviewed a slide presentation covering financials as of March 31, 2026. Lauren made

a motion to accept the financial report as presented, with a second from Larry. The motion carried unanimously.

B. Director's Report – Clark Lovelace

Clark presented the director's report, which included the partner funding list, the spring Leave It Better and Be Waterfall Wise push, spring camp efforts, quarterly report and retreat marketing notes, staffing update, the plan to have Sandi Boyer with NCYCA speak at the May meeting, upcoming sponsored events, and financial notes.

VI. Old Business

There was no old business to cover.

VII. New Business

A. Marketing Update & Discussion – Market Connections

Jessica shared that this is the normal quarterly update from Market Connections. Garnet and Mark with Market Connections presented an update on Q3 marketing highlights. This included showing the new Find Yourself campaign video. Garnet then presented an update on the FY27 Marketing Plan, which is currently being finalized with the marketing committee. This included sharing the timeline for the development of the FY27 Marketing Plan and recommended changes.

B. Proposed FY27 Budget

Jessica noted the budget conversation the board held at the retreat. She and Clark worked together with that input and numerous other factors to develop a recommended budget for next year. Clark will cover the details.

Clark presented pertinent information regarding the FY27 Budget. This included covering the budget development process and primary considerations. The budget reflected revenues that are flat with prior year and a reduction in the amount pulled from the fund balance. Grant programs were adjusted based on the reduced amount from the fund balance. A discussion ensued, and everyone agreed with the recommendations. Emrie made a motion to schedule a budget hearing to occur during the normal May TDA board meeting. Lauren seconded the motion, motion carried unanimously.

C. Funding Request – Blue Ridge Bicycle Club (WNC Flyer)

Jessica asked Clark to share the basic details on the funding request, which he did. Following discussion and a few questions, the board deemed the request a tourism-related expenditure. Larry made a motion to approve the request in full with \$2,000 to the Blue Ridge Bicycle Club for the WNC Flyer event. Dionne seconded the motion, and it carried unanimously.

VIII. Public Comment

No members of the public present.

IX. Board Member Comments

Dionne mentioned that there will be an auction at Deerwoode Reserve on Saturday, April 25th. She also gave a shout-out to yoga happening at Deerwoode Reserve on Monday evenings from now through October. Clark thanked Emrie for the free advertising space to promote Leave It Better messaging in the most recent Territory issue. Jessica mentioned that she has been working with the Outdoor Business Alliance on a "Go With a Guide" campaign. The video and partner toolkit will be rolling out soon, with a

launch event at New Belgium. She also noted Forks of the River Taproom will be having an event on Sunday, April 26th, to celebrate their 10th anniversary.

Adjournment

The next meeting will be May 28th at 8:30 a.m. With a motion from Lauren and a second from Larry, the meeting was adjourned at 10:28 a.m.

Minutes respectfully submitted by Mollie Gordon.

*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/>*