

Transylvania County Tourism Development Authority (TCTDA)

Board Meeting

May 22, 2025

Minutes

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

Board Members Absent: Catherine Lemel

Staff: Virginia Watkins, Clark Lovelace, Mollie Gordon (by Zoom), Mark Johnson, Karen Tessier, Garnet Fisher, Christine Garrison (by Zoom at 9:40)

Zoom Attendees: Jill Camp

Members of Public: Wilson Hooper (COB), Carl Newman (VHM), David Morrow (VHM), Mical Robertson (VHM), Greg Hunter (TCHS)

I. Call to Order & Welcome: Board Chair, Dee Dee Perkins, called the meeting to order at 8:30am and noted a quorum. Introductions were then made around the room.

II. Public Comment: No members of the public chose to speak at this time.

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

- A. Minutes from April 24, 2025, Board Meeting
- C. Financials (as of April 30, 2025)
- D. FY24/25 Partner Funding List
- E. Contracts

Madeline made a motion to accept the consent agenda as presented. With a second from Nory, the motion unanimously carried.

V. Presentations

A. Director's Report: Clark reported on noteworthy recent and upcoming TCTDA actions and tourism-related occurrences, including Leave It Better and Be Waterfall Wise campaigns, camp outreach, the Land Managers meeting, TCTDA supported events, social district, kiosks, media and PR, emails to the Board and financials.

B. Veterans History Museum (VHM): After an introduction from VHM Board Chair David Morrow, Board Treasurer Mical Robertson, spoke on recent events, programs and partnerships. Board member Carl Newman spoke on programs and tours that they offer and the organizations who have recently participated, TCTDA support, and the upcoming approval of becoming the official Carolina Veterans History Museum. Questions generated reports on the VHM's plans for Memorial weekend and Memorial Day.

C. Ecusta Trail Funding Request: City Manager Wilson Hooper provided an update on happenings with The Ecusta Trail and presented multiple options for TCTDA funding at this time or in the relative near future. Board members followed up with several questions.

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

VII. New Business

A. Destination Infrastructure Committee Update: Madeline presented on the committee's work over the last year, including ongoing projects, guest speakers, and grant awards.

B. FY25/26 Marketing Plan: Dee Dee covered the role of the marketing committee, staff, and Market Connections in the development of a marketing plan. The noted that the proposed marketing plan that was shared in the advance packet comes as a committee motion to approve the plan as presented from the marketing committee. Karen, Garnet and Mark then covered a summary of the plan, highlighting key differences from prior year and other noteworthy items. Board members asked questions throughout. Jessica seconded the motion, and with all in favor, the motion carried.

C. FY25/26 Budget: Dee Dee reviewed the annual budget development process and next steps. She asked Clark to cover what they have worked up. He provided a summary of the TDA's recent fund balance history, what's occurred in FY25 and projected year-end, the impact of this year and future years on our fund balance, and options to consider for FY26. A lengthy discussion ensued with the board ultimately providing direction on occupancy tax proceed projections and key expenditures for FY26. Dee Dee and Clark will finalize a proposed budget based on this information. It was decided to hold a public hearing at the beginning of the next board meeting. Clark will ensure that the hearing is announced and there is an opportunity for any members of the public who would like to review the budget to be able to do so.

D. Transylvania County Historical Society Funding Request (Allison Deaver House): Dee Dee noted that this request had been reviewed and vetted by staff and the destination infrastructure committee. The committee voted to approve full funding of \$25,000 for this project, so it is being presented as a committee motion. She then covered a slide highlighting key details of the request. Following discussion, Lauren seconded the committee motion, and with all in favor, the motion passed.

E. The Ecusta Trail Funding Request: The board discussed what Wilson presented earlier in the meeting. Ultimately there was consensus that the board is as committed as ever to their funding pledge to The Ecusta Trail, but trying to quickly move funds toward any of the suggested projects to fit it in FY25 is not necessary at this time. Madeline made a motion to hold off on providing any of the budgeted Ecusta Trail funds at this time, seconded by Catherine. With all in favor, the motion passed. Larry emphasized the important role that bathrooms and services in rural areas will play in the functionality of the trail.

VIII. Public Comment: There were no members of the public present.

IX. Board Member Comments: Jessica expressed gratitude for the TCTDA's support for the river cleanup. Lauren and Larry provided updates on upcoming City Council and County Commission meetings.

Adjournment: The next monthly board meeting will be on Thursday, June 26, at 8:30am. With a motion from Jessica and a second from Larry, the meeting was adjourned at 11:09am.

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/>