**Transylvania County Tourism Development Authority (TCTDA)**

**Board Meeting Minutes**

**June 23, 2022**

# Call to Order

Present: Layton Parker, Dee Dee Perkins, Aaron Baker, Isaac Allen, Larry Chapman, Jessica Whitmire

Attending remotely (camera on 8:30 AM) – Libby Freeman

Absent: Paulette Todd, Ali Lien

Called to order by Layton Parker at 8:31 AM.

# Welcome

Chairman Parker gave general introductions to the board.

# Public Hearing

# FY 2023 Transylvania County Tourism Development Authority Budget

Layton Parker requested a motion to open the public hearing, so moved by Dee Dee Perkins, the motion was seconded by Jessica Whitmire. A roll call vote followed and the motion as adopted unanimously.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | absent |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

There being no individuals wanting to be heard on the matter.

Aaron Baker moved to close the public hearing, seconded by Larry Chapman.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

Chairman Parker requested a motion to adopt the budget ordinance for FY 2022-2023. Larry moved to adopt the budget as presented, seconded by Jessica Whitmire.

Prior to the vote, Chairman Parker inquired as to whether the members of the Board had any questions or comments on the proposed budget, there were none. Comments or questions on budget?

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

# Public Comment

No members of the public came forward to speak on any matters concerning the Authority.

# Agenda Modifications

Chairman Parker introduced the proposed agenda. Isaac Allen moved to approve the agenda, seconded by Aaron Baker. A roll call vote followed.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

The motion was adopted unanimously.

# Consent Agenda

1. Minutes

Chairman Parker introduced the consent agenda. Aaron Baker moved to approve the consent agenda, seconded by Jessica Whitmire. A roll call vote followed.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

The motion was unanimously approved.

# Presentations

# Financial Reports – Finance Officer

The Board received an update concerning the revenues and expenditures of the Authority. General discussion followed about occupancy tax revenues generated by online sales platforms and the overall trendlines for the Authority followed.

At the conclusion of the discussion, Jessica Whitmire moved to approve the financial reports as presented, seconded by Dee Dee Perkins. A roll call vote followed.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

The motion was adopted unanimously.

# Office / Staff Report – Clark Lovelace

A general report was given by Clark Lovelace concerning the matters of the contracted operations through the Chamber. General discussion followed concerning the development of various accommodations projects ongoing in the community.

No action was taken by the Board.

# Marketing Update – Dee Dee Perkins and Market Connections

Dee Dee Perkins introduced the recent efforts of the marketing committee and briefed the Authority Board on the result of several selection processes for vendors to assist with study to understand the audience for the Authority’s market area, a stakeholder survey and activity at destinations within the market.

Karen Tessier and Chris McLaughlin gave an overview of the recent efforts of Market Connections and reviewed marketing materials with the Board and reviewed the report that was in the packet. General discussion followed concerning emerging and potential advertising markets.

No action was taken by the Board.

# Old Business

Chairman Parker gave a brief update of the leases for section A and B under old business and asked the Board if there were any questions.

1. Visitor Center Real Estate Lease
2. Office/Administration Real Estate Lease

No action was taken by the Board.

1. Visitor Center Support Agreement

Chairman Parker gave a brief overview of the status of meetings concerning the Visitor’s Center operations and gave an update on the transition.

There were three specific follow up items – sale of retail items, which would be addressed as a separate item agenda. Additional clarification regarding certain terms in the operating contracts, and the status of the shared use of the copier/shared functions of office furniture and equipment.

Aaron Baker indicated that he wanted to start the process of the discussion of what the future looks like when these leases are done.

No action was taken by the Board.

# New Business

1. Appointment of Tourism Director

Chairman Parker gave an overview of personnel items that had been taken in recent months and gave an overview and requested a motion to appoint Clark Lovelace as Tourism Director.

Dee Dee Perkins moved to appoint Clark Lovelace as tourism director, seconded by Aaron Baker. A roll call vote followed:

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

The motion was adopted unanimously.

1. Martin Starnes & Associates Audit form to board members (AU-260 Letter)

Chairman Parker gave an overview of the communications to those charged with governance and requested board participation in the process.

1. Selling of Retail Branded Items through Visitor Center

Chairman Parker gave an overview of the existing sales of retail branded items through the Visitor’s Center. General discussion followed about the logistics of sales of items.

At the conclusion of the discussion, Dee Dee Perkins moved to suspend retail sales until further notice. Aaron Baker seconded the motion and a roll call vote followed.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

The motion was adopted unanimously.

# Board and Public Comment

General comments were made by members of the board, including an invitation from member Larry Chapman that members of the Tourism Authority attend upcoming meetings of the County Commissioners.

Larry Chapman moved to adjourn the meeting at 10:33 AM, seconded by Dee Dee Perkins. A roll call vote followed.

|  |  |
| --- | --- |
| Jessica Whitmire | Yes |
| Larry Chapman | Yes |
| Aaron Baker | Yes |
| Dee Dee Perkins | Yes |
| Libby Freeman | Yes |
| Isaac Allen | Yes |
| Ali Lien | absent |
| Paulette Todd | absent |
| Layton Parker | Yes |

The motion was adopted unanimously and the meeting was adjourned.