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

**Board Meeting Agenda**

# *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/

**March 24, 2022**

**8:30 am**

# Call to Order

# Welcome

Layton Parker called the meeting to order at 8:34 AM.

At time of quorum review, Layton Parker, Isaac Allen, Dee Dee Perkins, Aaron Baker, Ali Lien, Jessica Whitmire and Larry Chapman were present.

Libby Freeman who attended remotely, with camera on at 8:32 AM.

Not in attendance; Paulette Todd

# Agenda Modifications

Jessica Whitmire moved to approve the agenda as presented. Isaac Allen seconded the motion, after a roll call vote, all members were in favor.

**Ali Lien not present at time of vote.**

# Consent Agenda

1. Minutes

Chairman Parker introduced the overview of the consent agenda and asked for a motion to approve the consent agenda, which included minutes for the prior meeting with corrections.

Larry Chapman moved to approve the revised minutes, seconded by Jessica Whitmire. After a roll call vote, all members voting and present were in favor of the motion.

# Presentations

# Financial Reports – Finance Officer

Jonathan Griffin introduced the financial reports and gave an overview of financial activity for the months of January 2022 and February 2022.

Isaac Allen inquired about historical trends of spending on the Strategic Plan line item and variances on a year-to-year basis. General discussion about the timing of certain strategic plan expenditures followed.

Dee Dee moved to approve the year-to-date financial report, seconded by Aaron Baker. After a roll call vote, all members voting, and present were in favor of the motion.

# Office / Staff Report – Clark Lovelace

Chamber of Commerce Director Clark Lovelace discussed two public records requests that had been received by the Authority in recent days. The first request was a request for communications related to the decisions with the Chamber. The latest request was included text messages. The second request was related to information promoting organizations or businesses associated with members of the Tourism Authority board members. Board members were asked to review any communications that may fall within this scope.

General discussion about the time necessary to fulfill the request followed and was followed by a report concerning the Chamber staff’s attendance at a state tourism conference and upcoming tourism events.

No action was taken under this report.

# Old Business

1. Code of Ethics Review

Chairman Parker introduced the code of ethics, which had been discussed from the prior meeting as a requirement of state law and the County resolution and had worked with the County Attorney to compile a draft document. He opened the floor to discussion concerning the proposed code of ethics.

Jessica Whitmire inquired about the correct protocol of what to do when there may be a conflict of interest, and Chairman Parker discussed the code of ethics procedures regarding recusal.

Chairman Parker introduced a motion, so moved by Isaac Allen, seconded by Dee Dee Perkins. After a roll call vote, all members voting and present were in favor of the motion.

1. RFQ Update

Chairman Parker introduced an update on the RFQ update and gave an overview of the process as discussed.

He disclosed the responses to that vendor, which were included in the packet, and said that he was bringing this forward for two primary purposes, first to give the board an opportunity to clarify the nature of the services being sought, the detail from the questions and secondly to consider a request from vendor for an additional two weeks to extend the date for responses from April 1st to April 15th.

After some discussion, the consensus was to continue the formal process through the new deadline.

Larry Chapman moved to extend the response period by two weeks (section 2.3) from 4/1 to 4/15, the motion was seconded by Ali Lien. After a roll call vote, all members voting and present were in favor of the motion.

# New Business

1. Funding Requests

Chairman Parker introduced this agenda item and gave an overview of the process of how the committees of the Authority reviewed the applications for funding levels.

* 1. Heart of Brevard
     1. General discussion about the nature of the request and history of the relationship with.
     2. Aaron Baker moved to approve the grant in the amount of $9,900, second by Dee Dee Perkins. After a roll call vote, all members voting and present were in favor of the motion.
     3. Prior to consideration of the next item, Member Larry Chapman inquired about the procedures for this grant consideration.
  2. Luft Wasser Porsche Club
     1. Chairman Parker asked Chamber Director Clark Lovelace to discuss the Porsche Club request. There were questions concerning the date (a typographical error) and the charity that benefits from the participation.
     2. Aaron noted he had a conflict of interest, and Chairman Parker introduced a motion to formally recuse Aaron Baker from the vote. Jessica Whitmire moved to recuse Aaron, seconded by Larry Chapman. After a roll call vote, all members voting and present were in favor of the motion.
     3. After the vote, Larry Chapman moved to approve the grant in the amount requested, seconded by Isaac Allen. After a roll call vote, all members voting and present were in favor of the motion and the clarification that the funds would be paid directly to the City of Brevard to cover permit fees of $850.
  3. Blue Ridge Parkway Foundation – Devil’s Courthouse Volunteer Rover Program
     1. There was general discussion on the background and nature of the request from the Blue Ridge Parkway Foundation. After the discussion, Larry Chapman moved to approve the request with an amended funding amount of $2,100, seconded by Dee Dee Perkins. After a roll call vote, all present members were in favor of the request.
  4. Conserving Carolina – Upper French Broad Riverfest
     1. There was a general discussion about the background and nature of the request from Conserving Carolina. It was noted that member Jessica Whitmire had a conflict of interest, Chairman Parker moved to recuse Jessica Whitmire for the vote, seconded by Ali Lien. After a roll call vote, all members present were in favor of recusal.
     2. Ali Lien moved to approve the grant request with an amended funding amount from $5,000 to an approved $2,000, seconded by Dee Dee Perkins, after a roll call vote, all members present voted in favor of the funding.
  5. After discussion of the requests, Chairman Parker introduced a discussion about how to move forward the process and delegate to appropriation authority to committees within guidelines. Some discussion was in favor of delegating written authority to subcommittees to directly approve requests at the committee level. After some general discussion about procedure, the consensus was to get a draft procedure for a future meeting. Isaac Allen moved in favor of this plan, seconded by Dee Dee Perkins. After a roll call vote, all members were in favor of considering a written procedure at a future meeting.

1. Future Meetings
   1. Chairman Parker introduced a motion concerning continuing to schedule hybrid format meetings. Future hybrid meetings would be contingent on the state of emergency. Aaron Baker moved to continue the hybrid meeting practice, seconded by Ali Lien. After a roll call vote, all members voting and present were in favor of the motion.

**Items from Board - Meeting**

Member Aaron Baker introduced an additional item. A brief overview of the Davidson River Bridge project and the Authority’s prior support to the City of Brevard followed

* Chairman Parker requested a motion to recuse Aaron Baker due to his conflict of interest as a serving City Councilperson for the City of Brevard., Jessica Whitmire made that motion for a funding amount of $26,666, seconded by Dee Dee Perkins. After a roll call vote, all members voting and present were in favor of the motion.
* Jessica Whitmire moved to approve the increased allocation to the City of Brevard, seconded by Ali Lien. After a roll call vote, all members voting and present were in favor of the motion.

# Public Comment

There was no public comment.

At the conclusion of the regular business meeting, Aaron Baker moved to adjourn the regular meeting, seconded by Jessica Whitmire. After a roll call vote, all members voting, and present were in favor of the motion. The meeting was adjourned at 11:05 AM.

SPECIAL CALLED MEETING - RETREAT

# Welcome

Chairman Parker called the special called meeting to order at 11:15 AM for the annual retreat.

# Agenda Modifications

Chairman Parker moved for item **Presentation on Parker Concert Hall to be moved to Item 3 and the Marketing Presentation to be Item 4, Ecusta Trail to be 5, Finances to be 6 and Committee Updates to occur after Open Discussion and before Public Comment.** advanced on the agenda ahead of item three so that the presentation would occur immediately after approval of the agenda. Dee Dee Perkins moved to approve the revised agenda, seconded by Larry Chapman. After a roll call vote, all members voting and present were in favor of the motion.

# Presentation on Parker Concert Hall and Brevard Music Center Marketing by

# BMC President Mark Weinstein

Chairman Parker introduced Mark Weinstein and staff from Brevard Music Center. The Authority received a report on improvements to the Parker Concert Hall, which had been financed with the assistance of the Authority. The general discussion that followed focused on tourism-related challenges in the community, particularly accommodation availability and the transportation of visitors when in the community.

No action was taken under this agenda item by the Board.

# Marketing Presentation by Market Connections

Chairman Parker introduced Karen Tessier and Christian McLaughlin from Market Connections. Karen thanked the board for its work on the challenging work of promoting tourism. A marketing update report document was shared with the full board. General topics included highlighting the long relationship between the TCTDA and Market Connections, the transition to the current marketing plan and the highlights of the current marketing plan.

At the conclusion of the presentation, Karen presented the firm’s recommendation that the marketing plan increase from the current funding level of $1.125 million to a total of $1.4 million.

Chairman Parker noted for the board that the marketing and promotion was the primary function of the Authority’s board – there was general discussion of encouragement for board members to find the time to attend the marketing committee’s meetings as time allows.

No action was taken under this agenda item.

# Ecusta Trail

Chairman Parker introduced this item and asked for an update from the most recent City of Brevard advisory board. General discussion followed on the existing cost estimates for the trail, as developed by Conserving Carolina, as well as the terms of the grant being applied.

**Jessica Whitmire physically left the meeting at 12:42 PM, but attended remotely thereafter.**

Dee Dee Perkins made a motion to approve a $500,000 grant to the City of Brevard, but after general discussion, offered an amended motion to commit $1,000,000 to the City of Brevard as a local match for the construction costs on the Ecusta Trail, contingent on the following factors:

* The RAISE Grant application is successful
* Review by the County Commissioner
* Resources are available to be appropriated by the Authority’s fund balance

Prior to voting on the motion, Chairman Parker introduced a motion to recuse Aaron Baker for his conflict of interest – Ali Lien made the motion to formally recuse Aaron Baker, seconded by Dee Dee Perkins. All voting members present voted in favor.

After a roll call vote on the primary motion, the vote was 6 to 1, with Isaac Allen, Layton Parker, Dee Dee Perkin, Ali Lien, Libby Freeman (voting remotely) voting in favor of the motion. Larry Chapman voted against.

# Organizational Structure

Chairman Parker gave an update on the status of the organizational structure and discussed the working group between the Chamber and Authority. The working group is negotiating two real estate agreements and a service agreement to operate the visitor’s center. There will soon be draft proposals for review by the Tourism Authority Board. The current agreement, costing $215,000, will be ending on 6/30, and the successor agreements will be look different.

After the length of the meeting, the Board had a consensus to schedule a special meeting to continue consideration of the items on this

The Board agreed to have a special called meeting on April 8th to continue consideration of this

Ali Lien moved to adjourn the meeting at 2:22 PM, seconded by Dee Dee Perkins. After a roll call vote, all present members voted in favor.