



NORTH CAROLINA MOUNTAIN TOWNS OF CASHIERS,  
CHEROKEE, DILLSBORO AND SYLVA

**Jackson County Tourism Development Authority  
Board of Directors Meeting  
May 25, 2016 (Wednesday), 1:00 p.m.  
Western Carolina University Dogwood Room\*, Cullowhee, NC**

- 12:50 p.m. Sign in for public comment
- 1:00 p.m. Call to order/Roll call
- 1:02 p.m. Review and approval of April minutes
- 1:04 p.m. Review and approval of year-to-date financial report  
Discussion and approvals of any amendments
- 1:07 p.m. Recognize Vice Chair, Secretary, and Commissioner Representative
- 1:10 p.m. Committee reports, Governance, Marketing
- 1:15 p.m. Jackson County Chamber activity report
- 1:18 p.m. Cashiers Chamber activity report
- 1:21 p.m. Director Report
- 1:30 p.m. Presentation from new Ad Agency
- 1:50 p.m. Q&A/Comments for new Ad Agency
- 1:55 p.m. Approval of Contracts – New Ad Agency, Pineapple PR, INN sights, Chambers
- 2:00 p.m. Presentation of 2016-17 budget, Schedule public hearing for June
- 2:05 p.m. Revised draft of Special Projects policy and application; next steps
- 2:10 p.m. Public comment (per sign in sheet)
- 2:15 p.m. Announcements
- 2:20 Adjourn

\*The Dogwood Room is located inside the University Center. Parking: The best place to park will be the Coulter lot, that is between the Forsyth Business Building and the Bell Tower. This lot has been changed to a pay lot recently between the hours of 7:00 AM – 7:00 PM. I will be waiting in the lot from 12:30 to 12:45 p.m. to pay for parking. If you arrive after this time you'll need to pay for parking (\$1 per 30 minutes, via a credit card kiosk) and I will reimburse you at the meeting - I'd recommend you pay for 2-hours of parking to be safe. Map to Campus: [Link](#)