

**JACKSON COUNTY
TOURISM DEVELOPMENT AUTHORITY BOARD MEETING
TUESDAY, JUNE 4, 2013 1:00 p.m.
Cashiers Community Library**

MINUTES

Attendees: Alex Bell, Bob Dews, Stephanie Edwards, Ken Fernandez, Darlene Fox, Vicki Greene, Jim Hartbarger, Mary Lanning, Mickey Luker, Clifford Meads, Vick Patel, Brien Peterkin, Russ Seagle and Julie Spiro. Absent: Cherie Bowers, Debby Hattler, Julie Stockton, Merrily Teasley and John Woods.

Chairman Clifford Meads called the meeting to order at 1:05 p.m.

On review of the minutes from the meeting of May 22, 2013, Ken Fernandez questioned the characterization of the budget vote that took place as his understanding was that it was to suspend debate at that time rather than endorse the budget prior to full board consideration. Stephanie Edwards advised that Debby Hattler, who could not attend the meeting, had raised similar concerns. Edwards suggested that approval of the minutes be postponed to the business meeting on June 26th when Hattler could participate and the room setup would be more conducive to discussion. Fernandez made a motion to postpone approval. No second was offered. Mickey Luker made a motion to approve the minutes of May 22, 2013, seconded by Vick Patel. The motion carried with Fernandez voting no for himself and via general proxy on behalf of Debby Hattler and John Woods.

Art Webb, of BCF, presented continuing details of his firm's "Play On" brand proposition recommendation for Jackson County destination marketing and how to manifest the concept in video, electronic format, and advertising. (See attachment.)

At the conclusion of the presentation, Brien Peterkin asked that "North Carolina" be added to the logo. Webb agreed and reported that execution would be next step. He responded to questions raised about domain name and slogan exclusivity (such as Playtex's "Play On" sport and recreation tampon trademarked advertising campaign). He further recommends that a comprehensive Marketing Communications Plan be developed to identify business goals, objectives and strategies. He estimated that would be a 2-4 week process at a cost of approximately \$5,000-\$10,000.

Comments were offered by audience members about the scope of marketing dollar investment and when meaningful measurement could be done. It was generally agreed that deployment in the fall would be timely.

Meads said next steps for the TDA would be for him to consult with the Marketing Committee, then turn over the project to BCF. Additional discussion occurred about BCF refining the logo within the next two weeks. Peterkin made a motion, seconded by Luker and passed unanimously, to authorize Meads to negotiate the contract extension with BCF to produce three variations of a final logo, which was estimated to cost a "couple thousand dollars," according to Webb.

It was suggested that consultation with Western Carolina University may be economically advantageous and Jim Hartbarger agreed to contact Betty Farmer to explore their interest and report back at the next meeting.

Meads said the full TDA Board will return to a monthly meeting schedule and the Marketing Committee can meet more often as necessary. The next meeting of the TDA Board will be held on Wednesday, June 26th, 1:00 p.m. at the Cashiers Community Library. A motion was made by Luker, seconded by Peterkin, to adjourn and was unanimously passed. The meeting concluded at 2:20 p.m.

Prepared by:

Mary Lanning, Secretary

Approved by the Board: _____

(SLE 06/11/13)