

Jackson County Tourism Development Authority
Board of Directors Meeting
Wednesday, October 16, 2013 1:00pm

Albert Carlton Cashiers Community Library
Frank Allen Road, Cashiers, NC

- I. Welcome – Clifford Meads, Chair
- II. Approval of Minutes – 9/18/13 Meeting
- III. Financial Report – Darlene Fox, Finance Director
- IV. Committee Reports
 - a. Governance, Alex Bell, Chair
 - b. Marketing, Debby Hattler, Chair
- V. Action Items
 - a. Writing of a marketing plan
 - b. Approval of media placement as proposed
 - c. Contract Service Agreement
- VI. Activities Update – Stephanie Edwards, Cashiers Area Chamber/
Julie Spiro, Jackson County Chamber
- VII. Schedule
 - a. Next Meeting – November 20th Cullowhee Recreation Center
- VIII. Public Comments

Attachments

Minutes of 9/18/2013 TDA Board Meeting
Chamber Service Agreement
BCF Marketing Plan Proposal
2014 Media Calendar