

**Jackson County Tourism Development Authority
Board of Directors Meeting
August 19, 2015**

MINUTES – PENDING APPROVAL

Present: Alex Bell, Kelly Custer, Stephanie Edwards, Ken Fernandez, Darlene Fox, Jim Hartbarger, Ashley Iglesias, Sarah Jennings, Robert Jumper, Mary Lanning, Joey Laughridge, Clifford Meads, Julie Spiro, Ken Taft

Absent: Cherie Bowers, Vicki Greene, Henry Hoche, Vick Patel, Merrily Teasley

Guest in Attendance: Mary Ann Baker (INNSights Marketing), Rich Price (Jackson County Economic Development Office), Debra Stone (Pineapple Public Relations), Brianna Wagenbrenner (Pineapple Public Relations), Sarah Weaver (Pineapple Public Relations)

Chairman Robert Jumper opened the meeting at 1:15 pm with introductions and roll call. A motion was made by Ken Taft to approve the monthly minutes, seconded by Alex Bell. The motion passed unanimously.

Darlene Fox then presented the financial statements, stating that the totals are up 9% from the same time period last year and discussion regarding the contract for yearly auditing followed. A motion was made to approve the audit by Clifford Meads, seconded by Mary Lanning. The motion passed unanimously. A motion was then made to approve financials by Clifford Meads, seconded by Mary Lanning. The motion passed unanimously.

Clifford Meads, Marketing Committee, then stated that Pineapple Public Relations representative Deborah Stone is ready to present this year's Public Relations Plan.

Deborah then introduced her team at Pineapple Public Relations. Brianna Wagenbrenner and Sarah Weaver began a power point presentation displaying Press Releases, Pitch Projects, Trend Topics, Blog Topics, and creative tactics such as a Test Kitchen Takeover.

Following the presentation, a motion was made to approve the marketing strategy presented by Alex Bell, seconded by Clifford Meads. The motion passed unanimously.

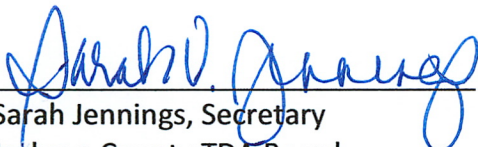
Julie Spiro presented an update on Jackson County Chamber and Visitor Center Projects including presenting copies of the monthly analytics. She mentioned Concerts on the Creek, a new brewery opening, Green Energy Park with Youth Arts Festival, Mountain Heritage Days coming up in September, Colorfest, Anglers & Appetites internet spike and Taste of Sylva.

Stephanie Edwards presented an activities update on the Cashiers Area Chamber and Visitor Center, including distributing copies of the monthly analytics and highlights handout. She also circulated the featured article on Cashiers Designer Showhouse in Atlanta Home Publication. She listed off many of Cashiers Area events such as Groovin on the Green, Blue Ridge Education Foundation's Songwriter's Round coming up in September, the Choose & Cut promotion at the Visitor Center and a new visitor sign along Hwy 64. She followed with Glenville Community's outstanding efforts for aesthetic improvements and she mentioned partnership efforts with Rich Price to provide local businesses with locally trained labor.

Robert then stated that the two items on the floor, the TDA Grant redesign and the Executive Director Position, are still ongoing with no new updates.

Chairman Jumper adjourned the meeting at 2:02 pm.

The next meeting of the Jackson County Tourism Development Authority will be held on September 16th at 1:00 pm at the NCCAT, Cullowhee.



Sarah Jennings, Secretary
Jackson County TDA Board

Approved: