



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

**Jackson County Tourism Development Authority
Board of Directors Meeting
October 19, 2016 (Wednesday), 1:00 p.m.**

North Carolina Center for the Advancement of Teaching
276 NCCAT Drive, Cullowhee, NC 28723

- 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 September 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 and Secretary
- 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 Highlights
- Full Director's Report / Publicity
- 1:25 p.m. Board Appointments / Nominations
- 1:30 p.m. Request for funding from The Conservation Fund
- 1:35 p.m. Marketing committee items (advertising considerations – Cashiers/Highlands Lifestyle & Living Map, SM Host Guide)
- 1:40 p.m. Public comment (per sign in sheet)
- 1:43 p.m. Announcements
- 1:45 p.m. Adjourn

Reminder: November meeting date – Nov. 15 – 1 p.m. (Tuesday) followed by planning session 1 - 5 p.m.