



**MEETING MINUTES**  
Jackson County Tourism Development Authority  
Board of Directors Meeting  
June 14, 2023 (Wednesday) @1:00 p.m.  
98 Cope Creek Rd., Suite D  
Sylva, NC 28779

**12:55 Budget Public Hearing**

There were no members of the public present.

**Call to Order/Roll Call**

The meeting was called to order at 1:00 p.m. by Mr. Fletcher, who reminded remote attendees of Zoom meeting etiquette.

- **Members in attendance:** Executive Director Nick Breedlove; Daniel Fletcher, Chair; Megan Orr, Vice Chair; Ashlie Mitchell, Secretary; Board Members Craig Smith, Darlene Fox, Dale Collins, Julie Spiro, Mandi Cantrell; Mark Jones, County Commissioner and Stephanie Edwards
- **Members absent:** Robert Jumper
- **Others in attendance:** Cheryl Osborne, Minutes Clerk; Carter Long, Lou Hammond Group, Kara Addy, TDA Social Media Manager, Anne Bernard, BGRM; Tiffany Henry, Jackson County Economic Development; Rachel Croyle Covey, BGRM.

**Approve Agenda**

**MOTION:** Craig Smith moved to approve the agenda. Dale Collins seconded. Motion carried.

**Public Comment:** None

**Recognize Chair, Vice Chair, Secretary and County Commissioner**

Mr. Fletcher had no comments.

Vice Chair, Megan Orr, had no comments.

Secretary, Ashlie Mitchell, had no comments.

Mark Jones, County Commissioner, had no comment.

#### **Review and Approval of May 25, 2023 Meeting Minutes**

Minutes of meeting is available on the JCTDA website. They were also attached to the agenda for this meeting. No comments were made.

**MOTION:** *Megan Orr moved to approve meeting minutes. Craig Smith seconded. The motion carried.*

#### **Review and Approval of May 31, 2023 Financial Report**

Ms. Fox presented the financial report as follows. Highlights for May include Occupancy Tax collections of \$147,188.48 with penalties of \$11.68 and YTD collection totals of \$2,083,632.39 which is 101.15% of the budget. Airbnb collections totaled \$43,660.34. The Home Away and VRBO total was \$13,056.21 and the VACASA, NC total was \$6,251.53. 69 accounts reported rentals for April rentals (decrease of 4 accounts from last year). Collections were down 15.98% from the same period in 2022. The May 31, 2023 cash balance is \$336,022.50 with investments totaling \$3,000,000.00. May expenses were \$180,241.27 with FYTD expenses totaling \$1,582,572.18 with encumbrances of \$19,105.44 for a combined total of \$1,601,677.62, equaling 59.85% of the budget.

**MOTION:** *Megan Orr moved to approve the May financial report as presented. Mandi Cantrell seconded. The motion carried.*

#### **Budget Amendment**

Ms. Fox explained the budget amendment that increases the budget by \$90,902.00. The Fund Balance is decreased \$450,000. The JCTDA had more revenue than anticipated and this budget amendment balances the accounts.

**MOTION:** *Dale Collins moved to approve the Budget Amendment. Ashlie Mitchell seconded. Motion carried.*

#### **Approve Budget Ordinance FY 23/24**

Ms. Fox explained the high points of the Budget Ordinance. It remains the same as proposed with a total of \$3,399,472.00.

**MOTION:** *Ashlie Mitchell moved to approve the Budget Ordinance as presented. Craig Smith seconded. The motion carried.*

#### **TCPF Applications**

The Town of Sylva is looking to revitalizing Bridge Park, where multiple events are held each year, attracting hundreds of residents and visitors to downtown. Zartico data has confirmed that the events do increase spending in downtown Sylva. The request is for funds for upgrades to the Park, particularly in storm water management and repairs to the water quality of Scott's Creek watershed. The upgrades will also include additional parking spaces, footbridges, fishing and viewing areas over Scott's Creek in addition to new landscaping. The Park will be maintained by the Town staff.

The project is partially funded by ARPA money and the Town of Sylva. The total project cost is estimated at \$785,757.00. The Town is requesting \$367,757.00. The release of the funds is recommended by the Executive Committee.

**MOTION:** Dale Collins moved to approve the funding of the Bridge Park revitalization. Craig Smith seconded the motion. Motion carried.

#### **Town of Dillsboro**

When the NCDOT rebuilt the bridge on Haywood Road leading into Dillsboro from Sylva, they built a temporary bridge connecting Old Home Place Road, which runs behind Harold's Plaza, as a detour. The detour went by Monteith Park, home to the Appalachian Women's Museum. After construction of the Haywood Road bridge was completed, the detour bridge was removed, cutting off access to Monteith Park, leaving a gap on Old Home Place Road. The Town of Dillsboro is asking that the TDA fund a bridge and walking path from Mark Watson Park in Sylva to Monteith Park in the amount of \$449,000 out of a total of \$649,000. The Town is considering the path to be a Greenway; however, Mark Watson Park and Dillsboro are already linked by sidewalks on Haywood Road.

The Executive Committee was concerned that since there is an existing link between the two parks, another route is not needed and there are few tourism events that are held at Monteith Park, and the Appalachian Women's Museum is not a big tourism draw since they are not open all week. The Executive Committee recommended not funding the full amount requested and funding \$125,000. A discussion followed regarding the Town of Dillsboro funding alternatives. All Board members were comfortable with the amount of \$125,000.

**Motion:** Megan Orr moved to approve funding of \$125,000 to the Town of Dillsboro. Craig Smith seconded the motion. Motion carried.

#### **JCTDA Director's Brief**

Mr. Breedlove sent the Director's Brief by email with the meeting agenda. Since there were no questions about the report, Mr. Breedlove ceded this time in the interest of time.

#### **Jackson County Chamber of Commerce Director**

Ms. Spiro presented her report. Highlights are as follows:

- Concerts on the Creek began with much enthusiasm from participants.
- The Chamber has new items for sale, new Pinnacle Park keychains, tote bags, magnets, ornaments, and blankets made in Jackson County.
- The July 4<sup>th</sup> fireworks are scheduled with various activities provided by Jackson County Parks and Recreation.

#### **Cashiers Area Chamber Director Report**

Ms. Edwards presented the report.

- The Visitor's Guide has been published.

- The Shopping and Dining Guide is in production and should be distributed by next week.
- Ms. Mitchell commented on Cashier's Live and the positive reception to the venue which is held at The Village Green.

#### **New Business**

None

#### **Updates from Individual Board Members**

Anne Bernard, Lou Hammond Group, gave an update on PR activities in the past month.

Rachel Covey, BGRM, presented an update on advertising activities.

#### **Announcements**

There will not be a meeting in July.

#### **Adjourn**

***MOTION:** Craig Smith motioned to adjourn. Dale Collins seconded. Motion carried.*

The meeting was adjourned at 1:50 P.M by Mr. Fletcher.

#### **Next Meeting**

The next meeting will be held August 16, 2023 in person at JCTDA headquarters unless otherwise posted.



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Ashlie Mitchell, Secretary  
Jackson County TDA Board  
Approved: August 17, 2023