

HCTDA Board Meeting Minutes

April 26th, 2023

Bethea Welcome Center, Lake Junaluska

Members Present: Jim Owens, Tammy Wight, Kristian Owen, Mike Huber, David Francis, Melissa Clark, Jennifer Best, Scot Blair, Chris Corbin, Gail Mull, Dr. Shelley White, Corrina Ruffieux, Hayley Printz, Amie Newsome, Ashley Rock-Rice

Members Absent: Kelsie Baker, Jeff Hillis, Twinkle Patel, Jon Feichter

Chairman Chris Corbin called the HCTDA Board meeting to order at 9:05 AM.

Introductions

Adjustment to Agenda

Public Comment Session

- Jane Mauer announced that there is a new book called Mabel Meets a Black Bear, written by their Director.
- There is a taskforce called Bear Wise that works with communities and legislation to ensure that bears stay wild and do not become domesticated. There are some surrounding communities that have become Bear Wise Certified.

Board Comments - none

Consent Agenda

Request approval of minutes – March 29th, 2023

- Tammy Wight made a motion to approve the consent agenda, as presented.
- Jim Owens seconded the motion.
- Motion passed unanimously.

Finance Committee Reports

- Kristian Owen presented the March Financial reports, as follows:

Total Cash in Bank - \$2,678,602.07
Other Assets - \$200
Total Assets - \$2,678,802.07
Payroll Liabilities - \$7,699.20
Total Current Liabilities - \$7,859.48
Net Assets as July 1 - \$2,517,103.05
Change in Net Position - \$153,839.54
Total Income – \$200,711.15
Total YTD Income - \$2,014,732.83
Total Expenses - \$340,306.17

Total Expenses YTD - \$1,860,893.29
Change in Net Position – (\$139,595.02)
Change in Net Position YTD – \$153,839.54

- David Francis presented the 3% report through March. Projected was \$93,814 Actual was \$120,274. There was an increase from the previous year of approximately \$6,000. We are at 25% of the budget.
- David Francis presented the 1% report for the month of February. Canton and Clyde are up from the previous year. Maggie Valley was projected at \$15,000 and actual was \$17,719 so it was only down \$2,000 from the previous year. Waynesville was projected at \$10,000 and actual is \$11,840.
- We are at 83% of the projected collections for the year.

Old Business

Discussion of proposed long-term destination plan.

- The destination plan is essentially a plan to implement 10 smaller plans. It also assumes that the 2% occupancy tax increase will pass, which will fund some of the plans. There was general consensus that the recommendations in the plan need to be reviewed and prioritized and brought back to the Board for financial support and action as needed.
 - Mike Huber made a motion to refer the Destination plan discussion to the TDA Marketing Committee.
 - Jim Seconded the motion.
 - Motion passed unanimously.

New Business

Discuss recording TDA Board meetings, possible change.

- The Executive Committee made a recommendation to stop recording TDA Board Meetings.
- Tammy Wight seconded the motion.
- Motion passed unanimously.

Relocation update, review lease for Lake Junaluska Bethea Welcome Center.

- Jim Owens made a motion to approve the lease and for Corrina Ruffieux to have the authority to sign the lease.
- Gail Mull seconded the motion.
- Mike Huber recused himself from the vote.
- Motion passed unanimously.
- Jim Owens made a motion to approve renovations, not to exceed \$34,719, with caveat that Corrina will do her best to reduce the cost with the contractors.
- Gail Mull seconded the motion.
- Mike Huber recused himself from the vote.

- Motion passed unanimously.

Proposed initiation of accreditation (DMAP)

- Destinations International offers Destination Marketing Accreditation Program – they are the only program in the world that offers accreditation for DMOs. There are over 100 required standards and 20 optional aspirational standards.
- The program would take roughly 1.5 to 2 years to complete. The financial cost would be \$2,500. We would have to renew accreditation every 4 years.
 - Mike Huber made a motion to approve the initiation of accreditation process.
 - Tammy Wight seconded the motion.
 - Motion passed unanimously.

Staff Reports/Announcements

- National Travel and Tourism Week is May 7-13th. We will host a TDA NTTW event at BearWaters Brewing in West Waynesville on Thursday May 11th 4-6pm.
- The next TDA Board meeting will be May 24th.

Adjournment

- Tammy Wight made a motion to adjourn.
- Jim Owens seconded the motion.
- Vice Chairman Huber adjourned the meeting at 10:17 AM.