

HCTDA Board Meeting Minutes
March 27, 2024
Lake Junaluska Bethea Welcome Center

Members/Staff Present: Jim Owens, Mike Huber, Kelsie Baker, Chad King, Scot Blair, Kristian Owen, Natalie Hawkins, Chuck Dickson, Jeff Hillis, David Francis, Jennifer Best, Corrina Ruffieux, Hayley Printz, Amie Newsome, Ashley Rock-Rice, Alycin Ray, Joya Darville

Members Absent: Gail Mull, Angela Frisbee

Guests Present: Bobby Chappell, Mitch Nichols, Jane Mauer, Hannah White, Brionna Dallara

1. Call to Order – Chair Jim Owens

Jim Owens called the meeting to order at 9:00AM

2. Introductions – Welcome new Team Members

3. Adjustment of Agenda

4. Public Comment Session (12 minutes total, limit 3 minutes per person)

- Jane Mauer announced that the first issue of Smokies Life Journal is out since they have changed their name. The HCTDA has a full-page ad in the journal. They are growing their base of Lookout League members. The Smokies Life spring issue is here, and there is a map of parking tag kiosks – Cataloochee Valley now has a kiosk.

5. Board Comments - None

6. Presentation – Destination Master Plan update by Bobby Chappell and Mitch Nichols

7. Consent Agenda | VOTE

- Request approval of minutes – [February 28, 2024](#)

Jeremy Boone made a motion to approve the February minutes, as presented. Chad King and Natalie Hawkins seconded the motion. Motion passed unanimously.

8. Finance Reports

- [February Financial Reports](#)– Kristian Owen

Kristian Owen presented the February financials, as follows:

- Total Checking/Savings - \$3,711,576.86
- Total Assets - \$3,759,583.37
- Payroll Liabilities - \$8,571.69
- Total Liabilities - \$268,073.58
- Total Occupancy Tax Revenue February - \$202,295.75
- Total Occupancy Tax Revenue YTD - \$1,861,914.25
- Total Income February - \$228,781.41
- Total Income YTD - \$2,022,361.03
- Total Expenses February - \$166,608.31

- Total Expenses YTD - \$1,422,002.92
- Change in Net Position February - \$62,173.10
- Change in Net Position YTD - \$600,358.11
- [Occupancy Tax and Lodging Data](#) – Corrina Ruffieux

Corrina Ruffieux showed that the month of January was up 1% and we are tracking up 6% for the fiscal year. Lodging revenue shows that all lodging across WNC were down for January. Short Term Rental demand shows that we are tracking up slightly. Hotels/motels are down a bit and STRs are up for Haywood County. Lodging supply/demand shows that lodging demand in January is down.

9. Old Business

- **Request for extension of three capital grants from FY 23-24 to FY 24-25 | VOTE**
 - [DWC Alleyway Mural](#)
 - [Chestnut Mountain Bike Pump Track](#)
 - [Haywood County Francis Farm Bike Park](#)

Dr. Shelley White made a motion to approve the extensions, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.

10. New Business

- Finance Committee recommends writing off an uncollectable debt | **VOTE**

Scot Blair made a motion to approve writing off the uncollectable debt. Mike Huber seconded the motion. Motion passed unanimously.

- Request to approve Legacy Event Sponsorship program | **VOTE**
 - [Guidelines](#)
 - [Application](#)
 - [Scoring Rubric](#)
 - [Request for Payment & Final Evaluation Form](#)

Jeremy Boone made a motion to approve the legacy Event Sponsorship program as presented. Dr. Shelley White and Natalie Hawkins seconded the motion. Motion passed unanimously.

- Request to approve Tourism Promotion Grant improvements | **VOTE**
 - [Guidelines](#)
 - [Application](#)
 - [Scoring Rubric](#)
 - [Request for Payment & Final Evaluation Form](#)

Mike Huber made a motion to approve the Tourism Promotion Grant improvements, as presented. Chad King and Jeremy Boone seconded the motion. Motion passed unanimously.

11. Staff Reports/Announcements

- FY 2024-2025 Grant Timeline and Workshops
- Lease extension for one year
- Ice Fest Weekend
- Outdoor NC Trail Town Program
- Public Relations Update
- Visit NC Conference
- Next TDA Board meeting is April 24, 2024
- Adjournment

12. Ten Minute Media Communication Session

13. Adjournment

Chuck Dickson made a motion to adjourn. Mike Huber seconded the motion. Meeting adjourned at 9:53AM.