

HCTDA Board Meeting Minutes
December 4, 2024
Springdale Resort, Canton, NC

Members/Staff Present: Jim Owens, Mike Huber, Jeff Hillis, Gail Mull, Kristian Owen, Natalie Hawkins, Chuck Dickson, Kelsie Baker, Jeremy Boone, Angie Frisbee, Dr. Shelley White, Scot Blair, Chad King, Corrina Ruffieux, Hayley Printz, Ashley Rock-Rice, Amie Newsome, Alycin Ray, Mark Ferguson

Members/Staff Absent: Jennifer Best

Guests Present: Sam Cullen

1. **Call to Order** – Chair Jim Owens called the meeting to order at 9:03 AM
2. **Introductions**
3. **Adjustment of Agenda** – Add the request for Clyde Ice Fest funding under Old Business
4. **Public Comment Session** (12 minutes total, limit 3 minutes per person) - None
5. **Board Comments** - None
6. **Consent Agenda**
 - Request approval of minutes from [September 25, 2024](#) and [November 6, 2024](#)

Dr. Shelley White made a motion to approve the September 25 and November 6 meeting minutes, as presented. Natalie Hawkins seconded the motion. Motion passed unanimously.

7. **Finance Reports**
 - [September](#) and [October](#) Financial Reports – *Kristian Owen*

Kristian Owen presented the September financial report, as follows:

Total Checking/Savings – \$4,184,391.02
Total Assets – \$4,231,929.34
Total Liabilities – \$268,919.00
Total Net Position – \$4,128,073.34
Total Revenue September – \$388,634.75
Total Revenue YTD – \$388,634.75
Total Expenses September – \$142,706.11
Total Expenses YTD – \$543,079.91
Change in Net Position September – \$268,367.02
Change in Net Position YTD – (\$73,812.15)

Kristian Owen presented the October financial report, as follows:

Total Checking/Savings – \$4,389,871.10
Total Assets – \$4,437,320.96
Total Liabilities – \$265,039.13
Total Net Position – \$4,337,344.83
Total Revenue October – \$328,662.39
Total Revenue YTD – \$717,297.14
Total Expenses October – \$141,322.13
Total Expenses YTD – \$684,402.04
Change in Net Position October– \$209,271.49
Change in Net Position YTD – \$135,459.34

- [Occupancy Tax](#) and Lodging Data – *Corrina Ruffieux*

Corrina Ruffieux presented the occupancy tax, showing that August was up 6% and September is down 27%.

Dr. White asked if there are any indicators to predict what October numbers will look like. Corrina responded that AirDNA is indicating 24% down, however it only shows segments of the market, so we won't know definitively until we get the actual numbers from Haywood County Finance Department.

8. Old Business

- [Correct financial allocation](#) on Waynesville Ice Fest 1% spending (from budget amendment approved August 28, 2024)

Corrina explained that we should have done a budget adjustment instead of a budget amendment. Corrina is recommending reversing the budget amendment from August and have the Board vote to allow TDA to spend the original funds allocated for the Waynesville Ice Stroll.

Mike Huber made a motion to reverse the budget amendment. Chad King seconded the motion. Motion passed unanimously.

Jeff Hillis made a motion to approve the TDA to spend up to \$10,000 to manage the Waynesville Ice Stroll. Mike Huber seconded the motion. Motion passed unanimously.

- Corrina explained that Clyde would like to have ice sculptures on HCC campus for their 5K event during the Ice Fest Weekend.

Jeff Hillis made a motion to approve the TDA to spend up to \$2,000 on ice sculptures for Clyde. Natalie Hawkins seconded the motion. Motion passed unanimously.

9. New Business

- [Budget amendment](#) for 3% promo grant.

Corrina explained that the budget amendment would move funds from Marketing to the 3% Promo Grant GL in order to cover the Studio Tour grant, which was previously awarded.

Chad King made a motion to approve the budget amendment, as presented. Dr. Shelley White seconded the motion. Motion passed unanimously.

- [Marketing Committee Applications](#)

Chad King made a motion to approve Paulina Pendarvis and Sarah Worrell to serve on the Marketing Committee. Kelsie Baker seconded the motion. Motion passed unanimously.

- Recommend renewing terms for Board Members January 2025 to December 2027

Chuck Dickson made a motion to recommend Jim Owens, Angie Frisbee, and Chad King to the Board of County Commissioners to be re-appointed to serve an additional 3-year term on the TDA Board. Jeremy Boone seconded the motion. Motion passed unanimously.

- Contracts for video and photography: [Video](#), [Photo](#), & [Music](#)

Corrina briefed the Board on the process our new Creative Agency, Staff and Marketing Committee have followed to recommend engaging with New Union Films, Sam Dean Photography and Balsam Range to capture visual assets all over Haywood County and produce new videos for our advertising. The project is currently estimated to come in at \$170,000 and we have \$150,000 already included in the approved budget. Jim Owens asked if we would be able to utilize the Balsam Range song in multiple places, or if it is only for the video. Corrina responded that we would have the rights to the song, so we would be able to use it anywhere. Ashley Rock-Rice stated that the song probably won't cost the full \$25,000, but we want to have multiple versions of the song that we can utilize in different short videos. Corrina Ruffieux stated that Rob DeLuke, who has been in the industry for a long time, has reviewed the contracts, in addition to TDA staff.

Chuck Dickson made a motion to approve the video, photo, and music contracts, and to authorize the Executive Director to sign the contracts. Angie Frisbee seconded the motion. Motion passed unanimously.

- [Budget amendment](#) for video and photography

Chuck Dickson made a motion to approve the budget amendment for \$20,000, as presented. Natalie Hawkins seconded the motion. Motion passed unanimously.

- Vote on [Master Plan](#) adoption

Corrina reviewed the work that went into the Master Plan and thanked the TDA Board for all their input during this 1.5 year-long project. Corrina presented the mission and vision statements, the destination values and guiding principles, pillars and strategic goals, and performance metrics.

Chad King made a motion to approve the Master Plan, as presented. Natalie Hawkins seconded the motion. Motion passed unanimously.

- Interim Recovery Plan update

Corrina presented the Interim Recovery Plan that the Master Plan team created for the TDA, showing the tasks for months 1-2, months 3-12, months 12-18, and 19-24.

10. Staff Reports/Announcements

- Administrative Professionals Conference – Hayley
- Visit NC Press Trip - Amie
- Gift of Haywood updates
- Small Business Recovery Grants update
- Ice Festival Weekend updates
- Next TDA Board meeting is January 22, 2025
- Thank Kelsie for her service
- Adjournment

Angie Frisbee made a motion to adjourn. Scot Blair seconded the motion. Meeting adjourned at 10:07 AM.

11. Ten Minute Media Communication Session