



**Haywood County Tourism Development Authority
Board of Directors Meeting**

Gaines Auditorium, Lake Junaluska | Wednesday, August 26, 2026 | 9 AM

Meeting Minutes

Members Present: Jim Owens, Jeff Hillis, Mike Huber, Chuck Dickson, Scot Blair, Kristian Owen, Case Brown, Jeremy Boone, Bridget Shaughnessy, Hannah White, Angie Frisbee, Chad King, Gail Mull, Tommy Long, Corrina Ruffieux, Hayley Printz, Ashley Rice, Alycin Ray, Mark Ferguson

Members Absent: Amie Diehl

Guests Present: Jane Mauer, Sydney Shankman

1. **Call to Order** – Chair Jim Owens called the meeting to order at 9:01 AM
2. **Introductions** –Board of Director members and guests introduced themselves.
3. **Adjustment of Agenda** - None
4. **Public Comment Session (12 minutes total, limit 3 minutes per person)**
 - Jane Mauer presented July numbers for the Great Smoky Mountains National Park. The trend of higher YOY numbers reversed during July, the 2nd lowest July visitation since 2012, but overall visitation remains up 4.2%. The Smokies Life Journal will be out mid-September.
5. **Board Comments**
 - Angie Frisbee announced that they hosted a production company from Harley Davidson, so Route 19 may be featured in a commercial.
6. **Consent Agenda | VOTE**
 - [Request approval of minutes – June](#)

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

7. Finance Reports

- [July Finance Report](#) – *Kristian Owen presented July financials as follows:*
 - Total Checking/Savings - \$5,198,398.34
 - Total Assets - \$5,239,049.93
 - Total Liabilities - \$278,256.65
 - Change in Net Position – (\$176,516.78)
 - Total Occupancy Tax Revenue - \$0 (will be accrued back)
 - Total Income July - \$48,130.85
 - Total Income YTD - \$48,130.85
 - Total Expenses July - \$224,647.63
 - Total Expenses YTD \$224,647.63
 - Change in Net Position July – (\$176,516.78)
 - Change in Net Position YTD – (\$176,516.78)
- Corrina Ruffieux announced to the Board that \$46,423.42 was moved from Contingency to Capital to purchase the new company vehicle.

- [Occupancy Tax & Lodging Data](#) – Corrina Ruffieux announced that it was our best fiscal year, with April, May, and June being very solid. June 2026 occupancy income was higher than the strongest October on record.

8. Old Business

- [Budget Amendment](#) to allocate insurance funds received towards new company car

Chuck Dickson made a motion to approve the budget amendment, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.

- [Budget Amendment](#) to increase marketing revenue by \$2,000 (RCBP Advertising match)

Chad King made a motion to approve the budget amendment, as presented. Scot Blair seconded the motion. Motion passed unanimously.

- [Budget Amendment](#) for Waynesville Ice Fest Block Party

Mike Huber made a motion to approve the budget amendment, as presented. Bridget Shaughnessy seconded the motion. Motion passed unanimously.

- [Budget Amendment](#) for Maggie Valley Ice Fest light tunnel

Jeff Hillis made a motion to approve the budget amendment, as presented. Mike Huber seconded the motion. Motion passed unanimously.

9. New Business

- [RDE CDDL Contract](#)

- An RFQ was issued in April to work throughout Haywood County on flood resiliency, and a total of 8 proposals were received. After scoring and interviewing finalists, the Advisory Committee unanimously chose to recommend RDE CDDL to the Board of Directors for the project. The funds are already included in the budget for this fiscal year.

Chuck Dickson made a motion to approve the contract and scope of work and authorize the Executive Director to sign it. Angie Frisbee seconded the motion. Motion passed unanimously.

10. Staff Reports/Announcements

- 2025 County Impact Data
 - Visit NC released the tourism impact data, showing that visitor spending reached \$358.29 million, tourism employed over 2,200 people, visitors generate over \$13M in state tax revenue and over \$12M in local tax revenue, and, notably, each Haywood County resident saved an average of \$396 in state and local taxes.
- CAPM Certification
 - Hayley Printz announced that she recently took her CAPM exam and passed above target in all domains. She is now a Certified Associate in Project Management.
- DI Annual Convention
 - Alycin Ray announced that she and Amie Diehl went to the Destinations International Convention in Portland, OR and Amie was inducted into the DI 30 Under 30 program. One of Alycin's favorite takeaways was that if we can't translate our metrics in a way that means something to a local teacher, then we aren't translating them effectively, or we are tracking the wrong things.
- Our State Co-op Ad
 - Ashley Rock showed the co-op ad that will run in the November Our State edition. She also announced that there is one space available for the digital newsletter in November, and two spots for the digital newsletter in April, plus one print opening for April.

- Raccoon Creek Bike Park Opening
 - Corrina Ruffieux announced that Angie Marino, a professional rider, was brought in for the bike park opening as an ambassador. She is sponsored by BMX and Vans.
- [Velosolutions Pump Track Event](#)
 - Visit Haywood is partnering with Haywood County and Rec and Parks for the Velosolutions Pump Track Championship Qualifier. Visit Haywood will run a series of ads to promote the event.
- Ice Fest 2027
 - Each town has its own unique event and there are 4 opportunities for partners to participate in Ice Fest Weekend. Deadlines to be included for media outreach is September 14th and the final deadline for participation is December 2nd. Board members were encouraged to promote the opportunities to fellow business owners.
- New Website & [Training Sessions](#)
 - The new Visit Haywood will soft launch tonight. Ads will be paused temporarily, until after the partner training sessions are complete and an official announcement is made.
 - A sneak peak of the website was shown. The new thing about this website is that it leads with experiences, which aligns with how visitors plan their trips.
 - Kudos were given to Ashley Rock, Amie Diehl, and Alycin Ray for all their hard work writing and reviewing all the content for the new website.
 - The new training sessions are crucial for partners so they can learn how to update their business listing and events. One Net will have written and video instructions for partners who cannot make it to a training session.
- Next Meeting – September 23, 2026 at 9 AM – Gaines Auditorium

11. Comments – Board Chair Owens asked if anyone had any other comments to make

- Chuck Dickson asked for an update on SATW.
- Tommy Long praised the new Raccoon Creek Bike Park and Project Development Plan and Visit Haywood's contribution to the projects.

12. Adjournment – Angie Frisbee made a motion to adjourn the meeting. Jeremy Boone seconded the motion. Motion passed unanimously. Meeting adjourned at 9:45 AM.

13. Ten-Minute Media Communication Session