



Mary Jo Gordon &lt;maryjo@brevardncchamber.org&gt;

---

**did y'all see this?**

3 messages

**Sally Burnett** <sally@brevardncchamber.org>

Mon, Mar 23, 2020 at 3:30 PM

To: Prentiss Brewer &lt;prentiss@brevardncchamber.org&gt;, Nathan Jordan &lt;njordan@mktconnections.com&gt;, Mary Jo Gordon &lt;maryjo@brevardncchamber.org&gt;

[https://www.tetongravity.com/story/news/psa-mountain-towns-are-not-safe-havens-during-covid-19?bwf\\_dp=t&bwf\\_entry\\_id=65777&bwf\\_token\\_id=20114&bwf\\_token=YtKSP3DY3G6F8R4HPjvXI84lp&fbclid=IwAR3lcr\\_apH8gBFgPvPXcD1G7WJV6P5BPdVG8dHV4LgvQssInbfm65QOosqI](https://www.tetongravity.com/story/news/psa-mountain-towns-are-not-safe-havens-during-covid-19?bwf_dp=t&bwf_entry_id=65777&bwf_token_id=20114&bwf_token=YtKSP3DY3G6F8R4HPjvXI84lp&fbclid=IwAR3lcr_apH8gBFgPvPXcD1G7WJV6P5BPdVG8dHV4LgvQssInbfm65QOosqI)

**Sally Burnett**

Visitor Center Coordinator

Brevard/Transylvania Chamber of Commerce

175 E Main Street

Brevard, NC 28712

sally@brevardncchamber.org

828-883-3700

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**Prentiss Brewer** <prentiss@brevardncchamber.org>

Mon, Mar 23, 2020 at 3:42 PM

To: Sally Burnett &lt;sally@brevardncchamber.org&gt;

Cc: Nathan Jordan &lt;njordan@mktconnections.com&gt;, Mary Jo Gordon &lt;maryjo@brevardncchamber.org&gt;

Yes! This!

***Prentiss Brewer***

Operations &amp; Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)

[Quoted text hidden]

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**Mary Jo Gordon** <maryjo@brevardncchamber.org>

Mon, Mar 23, 2020 at 3:45 PM

To: Sally Burnett &lt;sally@brevardncchamber.org&gt;

Cc: Prentiss Brewer &lt;prentiss@brevardncchamber.org&gt;, Nathan Jordan &lt;njordan@mktconnections.com&gt;

Yup! I anticipated this.

**Mary Jo Gordon**

Marketing &amp; Communication Specialist

**Transylvania County Tourism**828-883-3700, [explorebrevard.com](http://explorebrevard.com)



Mary Jo Gordon &lt;maryjo@brevardncchamber.org&gt;

**AG message**

8 messages

**Mary Jo Gordon** <maryjo@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Tue, Mar 24, 2020 at 12:17 PM

I'm thinking something like, "We've hit the pause button on travel amid the pandemic, \_\_\_\_\_" Having a hard time thinking of the second sentence.

**Mary Jo Gordon**

Marketing &amp; Communication Specialist

**Transylvania County Tourism**

828-883-3700, explorebrevard.com



**Nathan Jordan** <njordan@mktconnections.com>  
To: Mary Jo Gordon <maryjo@brevardncchamber.org>

Tue, Mar 24, 2020 at 12:29 PM

You're talking about the message to community partners here?

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

[Quoted text hidden]

**Mary Jo Gordon** <maryjo@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Tue, Mar 24, 2020 at 12:45 PM

The sticker that will go on the back of every Adventure Guide.

**Mary Jo Gordon**

Marketing &amp; Communication Specialist

**Transylvania County Tourism**

828-883-3700, explorebrevard.com



[Quoted text hidden]

**Nathan Jordan** <njordan@mktconnections.com>  
To: Mary Jo Gordon <maryjo@brevardncchamber.org>

Tue, Mar 24, 2020 at 12:47 PM

Oh! The Get Out Guides you mean?

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

[Quoted text hidden]

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**Mary Jo Gordon** <maryjo@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Tue, Mar 24, 2020 at 12:49 PM

Sally sent this "In light of the latest messaging, I have 300+ AG requests to process and mail. I offer again the idea of printing a label to put on the back that says something like "We look forward to your visit once it is safe for you to do so." It's not hard. I'm not in a rush. I have time between the mad rushes that seem to occur all at once." So I think that's what Clark mentioned in the first part of the meeting, you and I put our heads together to come up with two sentences to go on the back of the AGs.

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, explorebrevard.com



[Quoted text hidden]

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**Mary Jo Gordon** <maryjo@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Tue, Mar 24, 2020 at 12:50 PM

"We've hit the pause button on travel amid the pandemic. We look forward to our visit once it is safe to do so."  
Something like that?

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, explorebrevard.com



[Quoted text hidden]

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**Nathan Jordan** <njordan@mktconnections.com>  
To: Mary Jo Gordon <maryjo@brevardncchamber.org>

Tue, Mar 24, 2020 at 1:13 PM

Ah, I was so confused there for a minute. I suggest:

Due to the COVID-19 outbreak we've hit the pause button on travel for now. We look forward to your visit once it is safe to do so.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5808

[Quoted text hidden]

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**Mary Jo Gordon** <maryjo@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Tue, Mar 24, 2020 at 1:14 PM

Haha all good. I think that's great. I'll send to Sally.



Clark Lovelace <clark@brevardncchamber.org>

## Re: Update - COVID-19: Travel Information from Explore Brevard

Nathan Jordan <njordan@mktconnections.com>

Mon, Mar 23, 2020 at 12:47 PM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Clark Lovelace <clark@brevardncchamber.org>, Karen Tessier <ktessier@mktconnections.com>, Mary Jo Gordon <maryjo@brevardncchamber.org>

The Market Connections team just wrapped an internal conference call - we suggest the following steps:

- 1 - Immediately - We recommend the TCT team reach out to the state parks and national forest contacts for feedback on their desired message going forward. This would be an excellent PR move on our part and we feel it's important to engage these partners.
- 2 - An updated message from Explore Brevard needs to go out that encourages future planning and no current visitation (we are currently developing).
- 3 - Our list of recommended changes/things to pull is attached for review.
- 4 - A review of the marketing matrix is needed next - updated version is attached.
- 5 - Our ad campaign and social campaign concepts will follow immediately after matrix review.

Nathan Jordan

Creative Director

MARKET CONNECTIONS

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On Mon, Mar 23, 2020 at 10:45 AM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
It is my opinion that we say the same thing - with an emphasis on "don't come here".

**Prentiss Brewer**

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Mon, Mar 23, 2020 at 10:38 AM Clark Lovelace <clark@brevardncchamber.org> wrote:

My 10 phone call just ended. It was with Nick, my Jackson County counterpart. They're saying stay healthy, stay home, and some version of see you down the road.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Mon, Mar 23, 2020 at 10:16 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Additionally, please review this article. Over the weekend we monitored the messaging coming from other mountain gateway destinations and while most are still promoting responsible use of the outdoors there are some who are beginning to ask people to stay away: <https://www.latimes.com/travel/story/2020-03-19/coronavirus-mammoth-lakes-truckee-please-dont-come-visit>

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

On Mon, Mar 23, 2020 at 10:00 AM Nathan Jordan <njordan@mktconnections.com> wrote:  
COVID page has been updated. 1pm works for me. Team please review the matrix I sent earlier in preparation for the call.

Nathan Jordan

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5808

On Mon, Mar 23, 2020 at 9:51 AM Clark Lovelace <clark@brevardncchamber.org> wrote:  
I have 10am and 11am calls on urgent COVID-19 stuff. So, we may need to shoot for early afternoon. Would 1pm work? Here's a quick hit list on what we should discuss. It will be helpful for all of you to have thought about this at length to help inform the conversation. Note that tons has changed since last Monday's marketing committee meeting, so some of these are repeat questions to then, knowing that we'll have different answers today.

- What should our current messaging be? What's appropriate?
- What messaging are other destinations doing? What about VisitNC?
- What changes should we make to our COVID-19 page?\*
- Are there any ads that are locked in that we should pull? - theatre ads, print,
- Are there any ads that we are not locked in on that we should pull?
- Are there other elements of our marketing plan that we should pull? Which ones could we if we wanted? May Get Out Guide as one example.
- What else should we be talking about?

\*Change that there are no confirmed cases ASAP

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Mon, Mar 23, 2020 at 9:38 AM Nathan Jordan <njordan@mktconnections.com> wrote:  
Hi all, please advise a good time to connect, I'm looping Karen into the conversation as well. I'm sharing the marketing messaging matrix in a separate thread now.

Nathan Jordan

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5808

On Mon, Mar 23, 2020 at 8:58 AM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
Fake news. Sorry. It was campgrounds - which we already knew. Wishful thinking I guess. I think we should go ahead and send the message Randy ( and Dave) recommended. Stay home!

Sent from my iPhone

On Mar 23, 2020, at 8:48 AM, Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Good morning,

I just saw on the tv newfeed that all National forests in all national forests in NC would be closed today until at least May 15.

Sent from my iPhone

On Mar 23, 2020, at 8:13 AM, Nathan Jordan <NJordan@mktconnections.com> wrote:

JFYI we have already shared info about campground closures this morning.

On Mon, Mar 23, 2020 at 8:08 AM Nathan Jordan <njordan@mktconnections.com> wrote:  
Just let me know when you guys would prefer to connect. Thanks.

On Sun, Mar 22, 2020 at 9:37 PM Clark Lovelace <clark@brevardncchamber.org> wrote:  
Just an additional perspective from the previous head of PNF Pisgah Ranger District and former TCT chair. Let's huddle up tomorrow.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](mailto:brevardncchamber.org)  
TCDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



----- Forwarded message -----

From: Randy B <[rburgess01@gmail.com](mailto:rburgess01@gmail.com)>  
Date: Sun, Mar 22, 2020 at 11:53 AM  
Subject: Re: Update - COVID-19: Travel Information from Explore Brevard  
To: <[clark@explorebrevard.com](mailto:clark@explorebrevard.com)>

Hi Clark. Not sure if you saw or heard about the throngs of folks out on the Pisgah and Dupont this weekend but it was unbelievable. A friend who went up to Dupont said he had never seen it like that. He also said over half of the tags were SC and GA. Ginny and I went up to the Parkway to hike up to Black Balsam. It was so crazy we turned around and just hiked behind a gated road. Everything was slammed, Graveyard fields, Looking Glass Falls, Coontree, etc, etc. I haven't contacted anyone from the Pisgah but I plan on sending Dave an email to see if the Forest is thinking of doing a soft shut down. I.e. close all developed day use sites, gate more roads, etc. I think the Friends of Dupont maybe discussing the same, but not sure of that.

I would suggest the TDA think about sending out a message, similar to the one above, but change the message to one of urging folks to stay home. This onslaught of visitors is not only increasing the chance of spread of the virus to our community, it's putting a strain on businesses that serve our community (i.e. Ingles gas stations, etc)'.  
<https://www.outsideonline.com/2410755/outdoor-towns-hubs-moab-bishop-coronavirus>

Thanks for reading.

Best Randy

On Thu, Mar 19, 2020 at 10:43 AM Transylvania County Tourism <[clark@explorebrevard.com](mailto:clark@explorebrevard.com)> wrote:



All campgrounds managed by [recreation.gov](http://recreation.gov) are currently open including Davidson River Campground in Pisgah National Forest. The situation is being monitored and reservation holders will be notified if changes occur.

## UPDATE - COVID-19: TRAVEL INFORMATION FROM EXPLORE BREVARD

To All Of Our Friends Near and Far,

We want you to know that our community and our tourism partners are all taking extraordinary preventative measures to address the COVID-19 outbreak. While this challenging health issue has introduced a level of uncertainty in our daily lives that is unprecedented, we are committed to providing responsible information on a regular basis. [For additional important travel information, visit our website.](#)

If you have an upcoming trip planned to Brevard and Transylvania County, we encourage you to first review the current [CDC guidelines](#). Our hotel, restaurant and attractions partners are following these same guidelines with one overarching aim: protecting you and your loved ones. To that end, our Explore Brevard Visitor Center will be closed until further notice.

All our restaurants and bars are closed to dine-in customers, however take-out and curb-side service is still available at this time. Note that our public lands - Pisgah National Forest, DuPont State Recreational Forest, Gorges State Park, Headwaters State Forest - are open to the public, but facilities including public bathrooms and visitor centers are closed.

For over 100 years, Brevard and Transylvania County have provided a welcome escape for visitors, and we intend to continue that tradition of hospitality even if you are not physically here.

To stay in touch, [sign up for our e-newsletter](#) to receive direct updates from the Explore Brevard team. We also invite you to join us on [Facebook](#) and [Instagram](#), where we will be including updates, as well as images of our special spot to inspire thoughts of your next visit, whenever that may be.

We don't know how long or how profound this change to our daily lives will be, but we do know that it will pass. In the meantime, we want you to know that our wish for you, our extended family, is the same as for our own families: stay healthy, stay safe and stay positive.

Sincerely,

Clark Lovelace

*Executive Director, Transylvania County Tourism*

For additional updates click [here](#)

#### About Transylvania County Tourism

Transylvania County Tourism's mission is to "generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government and to contribute to a vibrant, sustainable economy." Funding for the organization is provided by a 5% occupancy tax on Transylvania County accommodations.

In addition to advertising and promotion, TCT annually sets aside funds for special projects and grants to help support tourism-oriented events and programs, including their *Transylvania Always* Initiative focused on sustainability of the area's natural recreational resources. TCT also manages a year-round Visitor Center, located at 175 E Main Street in downtown Brevard. To learn more, go to [explorebrevard.com](#) or contact Executive Director Clark Lovelace at (828) 884-8900.

[ExploreBrevard.com](#) | (828) 884-8900

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Brevard, NC | 28712 US

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Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-468-5806

Nathan Jordan

Creative Director

MARKET CONNECTIONS

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**2 attachments**

 **TDA 2020 Recommended Media Changes.docx**  
77K

 **COVID Marketing Messaging Matrix.pdf**  
16K





Clark Lovelace <clark@brevardncchamber.org>

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## Re: Adventurist/Field Notes Combo - Going forward.

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Clark Lovelace <clark@brevardncchamber.org>

Tue, Apr 7, 2020 at 4:26 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, mjl@explorebrevard.com, Pam Norman <pnorman@mktconnections.com>

Concept looks good. We should plan on MJ and Pren doing the content gathering and getting it to MC for creation. Thanks.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

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On Tue, Apr 7, 2020 at 2:13 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi there, our team conducted a meeting today to discuss our e-newsletter communications going forward. Below you'll find an outline of our suggestions along with timeframes for each. Please review and get back to me with any questions or feedback you have. We'd like to iron out/refine these concepts and timelines in the interest of being as efficient as possible with our hours. Thanks!

**Series overarching voice/tone:**

This series will focus on the sentiment that we are all in this together. It will not be overly promotional, however it will play off of the adventurist concept by highlighting the fact that "we are all adventurers". This will allow us to maintain the voice while shifting tone a bit to be appropriate.

**First message (distributed sometime April 15-22):**

Good news review of what's happening in Brevard/TC. Highlight of the community organization alliance (TCT, Heart of Brevard, Chamber, Transylvania True, etc.) and good deeds done by locals. This information will need to be gathered by TCT staff thus we have provided a bit of a window for distribution. This issue will also include inspirational photography from our library.

**Second message (distributed mid-May):**

This will be an aspirational, virtual visit/visual escape. It will include a video of scenic shots from Brevard/TC along with links to virtual tours of public lands (photo galleries) that live on [explorebrevard.com](http://explorebrevard.com) (these assets will also be used for social media). **Depending on trends and feelings on the ground in TC** this issue may hint of future planning for road trips to Brevard.

**Third message: (distributed mid-June):**

Plan your future trip to Brevard. Based on metrics we are seeing our destination will be one of the first on the list for many people once the green light is given to travel once more. This will allow us to capture mind-share and encourage responsible visitation with trip ideas and planning resources for your Brevard escape.

Please review these three and respond with your thoughts. Hopefully by the time June rolls around we'll be back to some semblance of normal. Thanks!

Nathan Jordan

Creative Director



Clark Lovelace <clark@brevardncchamber.org>

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## Social Media Plan - Explore Brevard Channels

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Nathan Jordan <njordan@mktconnections.com>

Thu, Apr 9, 2020 at 1:20 PM

To: mj@explorebrevard.com

Cc: Clark Lovelace <clark@brevardncchamber.org>

Hi MJ, attached you'll find our guidance for social. We'd like to set a meeting with a few of our team members to discuss pulling this into a calendar/schedule. Please review and let me know if you have any questions. Also just give me a shout about your availability so we can get something scheduled. Thanks!

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

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 **TCT-SocialPlan-April2020.pdf**  
48K

## **TCT - Social Media Plan - April 2020**

This document will help inform messaging and communications for all Explore Brevard social media outlets for the next 90 days. Our messaging through our three primary channels (Facebook, Instagram and Twitter) will work in unison to provide a concise and consistent message. Please reference this document for post ideas and content when creating new content for any social channel.

All of our social messaging for the next 90-day period will follow a phased approach dictated by how the situation with COVID-19 pandemic evolves locally and within our target markets. Please reference these phases and look for direction from Market Connections staff on when to pivot to subsequent phases.

***Please note: Social Media Posts AND Stories should be utilized. Posts should be reserved for content that is more permanent and stories can focus on items that are more immediate/daily. Within Social Stories Interactive buttons for instant feedback increase engagement dramatically, please incorporate often.***

### **PHASE 1**

The initial phase focuses on primarily looking forward to future trips and does not encourage immediate travel at all. Below are suggested post topics and language to utilize.

- Highlight of positive messages and initiatives happening in Brevard and Transylvania County - Transylvania True is a great example of this.
- Provide momentary escapes from anxiety generated by the pandemic - create "moments of Zen"— posts can highlight scenic photography or video - steer away from images that include people.
  - Subject matter could include:
    - Waterfalls
    - Scenic Shots of Mountains & Rivers
    - Wildlife - White Squirrels in particular
    - Wildflowers
    - Musical Performances - Concerts from home performed by local bands, BMC, etc.
- Virtual tours - post a series of photos from specific locations (MC will provide links to dropbox folders organized by location)
- Repost content from followers relevant to any of the above with credit to follower.
- Any content relevant to the above and in line with popular social media trends - examples include Waterfall Wednesdays, holidays, etc.

### **PHASE 2**

The second phase focuses on providing additional details and specific information to be utilized to plan and imagine future trips and pivots to a more immediate tone when speaking to this. All post types appropriate under phase one can still be utilized, but tone should change. Below are suggested post topics and language to utilize.

- Specific trip planning ideas with links back to ExploreBrevard.com - example: "Plan your mountain biking escape to NC's Land of Waterfalls" with link back to mountain biking blog post

- Community news and event posts relevant to things returning to normal with co-hosted or singularly hosted Facebook events, links to social media posts or websites - examples include: businesses, restaurants or venues reopening, regularly occurring events
- Explore Brevard native content - photo or video, to inspire future travel - examples include existing videos on YouTube and within photo library (including people participating in activities is now okay)
- Call for contributions from locals - Reach out for trip ideas from savvy locals - mountain bikers, rock climbers, fishermen, etc. - these ideas can be filmed from their homes as POV video or simply text content.
- Repost content from followers relevant to any of the above with credit to follower.
- Any content relevant to the above and in line with popular social media trends - examples include Waterfall Wednesday, holidays, etc.



Clark Lovelace <clark@brevardncchamber.org>

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## Re: Our State Ad creative (due 4/28)

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Clark Lovelace <clark@brevardncchamber.org>

Mon, Apr 20, 2020 at 10:31 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, mj@explorebrevard.com, Pam Norman <pnorman@mktconnections.com>

I like the ad, but want to talk about if "sit tight" is the best July message. I think that message plays better over the next few weeks when we're not up and running, but no as much in July when we'll likely be open for business. Let's discuss next time we talk or at the staff meeting. Similar thoughts on Transylvania Explorer, although that message is tougher since it covers a few months.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

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TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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On Mon, Apr 20, 2020 at 10:50 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Hello all, attached you'll find an updated version of our waterfall ad that will run in Our State. We have much more real estate to work with in this publication as well as full bleed so there's room for more bells and whistles. Take a look and let me know what you think. Thanks!

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

## Re: Updated explorer ad

Clark Lovelace <clark@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Wed, Apr 22, 2020 at 12:02 PM

No update

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Wed, Apr 22, 2020 at 11:57 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Got it. Update attached. I added a little in there just for the sake of flow. Let me know, thanks. I'm open the rest of the day until our call at 3.

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | o 828-468-5806

On Wed, Apr 22, 2020 at 11:38 AM Clark Lovelace <clark@brevardncchamber.org> wrote:

Just left a message.....phone would have been easier and more personal. Anyway, I've been on back to back calls and tried to work on other things at the same time. Couldn't focus 100% on those items, which shows with my quick responses and in some cases like this, missing something. To recap and get to a final version, I had two suggestions in what I sent yesterday. 1) Put 250 in the copy. 2) Tweak the verbiage about the next adventure. On the first, I suggested going more cute, but I'm fine if you'd rather not, as long as you include the 250, which you, of course, have. On the second item, I prefer "And whenever your next great adventure" over "When the time is right for your next great adventure". The latter is more directly addressing the current COVID-19 situation by referring to the time being right, which may feel old in June/July/August. The former speaks both to those sensitive about the current situation and to the likely reader, who is actually already here in Transylvania County and therefore it's sort of referring to "next time" they visit. In the end, I'd prefer that one. If you and your team have strong feelings otherwise, I'd be open to hearing it, but wanted to be sure that you knew my preference and why. Please let me know or send a final version. Thanks.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
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TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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On Wed, Apr 22, 2020 at 11:00 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Here's a reworked version that incorporates your feedback and our ideas. Let us know - we think qualifying the 250 so people know we're directly referencing waterfalls is really smart.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5808

On Wed, Apr 22, 2020 at 10:40 AM Clark Lovelace <clark@brevardncchamber.org> wrote:

| A phrase is added as a sentence and it sounds weird. It should be "....of Waterfalls, with 250 to enjoy.....",  
| assuming my (we have 250) didn't pass the muster\*.

\*Or "cut the mustard".....I had to limit my looking into which it is to 30 seconds.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



---

On Wed, Apr 22, 2020 at 9:50 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Here's a reworked version that includes the waterfall total in the body copy. Thanks!

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5808

On Tue, Apr 21, 2020 at 7:59 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

Thanks for working them up. I like the first one the best, but I think the 250 won't be clear to all readers. What about that with the below copy?

For over 100 years, Brevard and Transylvania County have welcomed visitors to North Carolina's Land of Waterfalls (we have 250 of them). And whenever your next great adventure, we'll still be here for you. Order your free adventure guide and waterfall map today.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

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TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



---

On Tue, Apr 21, 2020 at 6:46 PM Nathan Jordan <njordan@mktconnections.com> wrote:  
With new headlines as discussed this afternoon.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806



## Layton Parker

---

**From:** Layton Parker <layton@comporium.net>  
**Sent:** Tuesday, April 28, 2020 10:00 AM  
**To:** 'Libby'  
**Subject:** RE: Vacation rentals

Good morning!

Yes, I watched the Commissioner meeting last night to see what policy we would need to enforce. I believe it was the right decision. Based on the 3 phase reopening from the governor, the majority of the "restricted" visitor experience has already been determined by the state policy. Honestly, we have not had to really deter or deny that many leisure guests anyway. I would guess that at least 80% of those who are traveling during the stay at home order are on essential business anyway. Otherwise, I doubt many would spend the money to travel and have such limited activities when they arrive. The phasing approach should be effective in continuing to prevent any future major surges in cases or demand on medical facilities. I do not think the resolution on our County had that much impact on any of the health concerns due to the limited travel anyway. Unless the governor extends the initiation of his Phase 1 on May 8, the extra week will just allow for a few guests to visit the area that will hopefully abide by the stay at home order and not pose any more risk that anyone else abiding by those guidelines.

The expiration will also help prevent any confusion with anyone traveling that has to understand the county resolution versus the state stay at home order and even more confusion with other neighboring counties not enforcing more stringent policy than the state. It's going to be an interesting process as different experiences and businesses are allowed to open and how some policy actually contradicts others but there is no perfect process that would prevent that. I am in full agreement that anyone in tourism related experiences need to primarily provide safety to those visitors and the locals and provide as accurate and current information as possible to visitors.

Layton

—Original Message—

**From:** Libby <libbyfreeman1@gmail.com>  
**Sent:** Tuesday, April 28, 2020 9:46 AM  
**To:** Layton Parker <layton@comporium.net>  
**Subject:** Vacation rentals

Good morning, I saw where the Commissioners are going to let the restrictions on short term rentals expire. I was wondering what your thoughts are on that? I have always had a great respect for your insight. Your knowledge of numbers and projections has amazed me in the past and I am enjoying (for lack of a better word) being a part of those discussions again.

Hope your day is a good one.

Libby

Sent from my iPad



Clark Lovelace <clark@brevardncchamber.org>

---

## connections

---

Tracie Trusler <tracie.trusler@gmail.com>

Tue, Apr 28, 2020 at 2:16 PM

To: Clark Lovelace <clark@brevardncchamber.org>

Hi Clark,

What a great coffee connections this morning! Thank you all for regrouping and figuring out a way for folks to connect even when we can't do it face to face.

In my break out session, Linda from the Sassy Goose asked me about when we can re-open and how we can stay safe when we do. I know you mentioned this morning that the next town hall meeting will cover some of the questions we are all asking but wanted to see if there is anything we can do to help accommodations specifically with guidance about re-opening in terms of when (indicators) and how (safety for business and customers). Is there a possibility of having a webinar geared toward accommodations? I know I would appreciate guidance about how and when to market that doesn't contradict the TCT message or county or state guidance which will all evolve over the next month or so I know. Also, I think it could be nice for morale for accommodation owners to connect with each other and with TCT. I am happy to help put something together if the task force is not already working on covering issues accommodations are facing.

If you have information or thoughts you could share specific to accommodations, I would so appreciate it and would be happy to share.

Thanks so much,  
Tracie Trusler

From: Libby libbyfreeman1@gmail.com  
Subject: Re: Vacation rentals  
Date: April 28, 2020 at 11:57 AM  
To: Layton Parker layton@comporium.net



Thanks Layton, I see what you mean about conflicting messages.....asking second home owners not to come, but allowing visitors. Just no easy solution or one size fits all.

Libby

Sent from my iPad

On Apr 28, 2020, at 10:00 AM, Layton Parker <layton@comporium.net> wrote:

Good morning!

Yes, I watched the Commissioner meeting last night to see what policy we would need to enforce. I believe it was the right decision. Based on the 3 phase reopening from the governor, the majority of the "restricted" visitor experience has already been determined by the state policy. Honestly, we have not had to really deter or deny that many leisure guests anyway. I would guess that at least 80% of those who are traveling during the stay at home order are on essential business anyway. Otherwise, I doubt many would spend the money to travel and have such limited activities when they arrive. The phasing approach should be effective in continuing to prevent any future major surges in cases or demand on medical facilities. I do not think the resolution on our County had that much impact on any of the health concerns due to the limited travel anyway. Unless the governor extends the initiation of his Phase 1 on May 8, the extra week will just allow for a few guests to visit the area that will hopefully abide by the stay at home order and not pose any more risk that anyone else abiding by those guidelines. The expiration will also help prevent any confusion with anyone traveling that has to understand the county resolution versus the state stay at home order and even more confusion with other neighboring counties not enforcing more stringent policy than the state. It's going to be an interesting process as different experiences and businesses are allowed to open and how some policy actually contradicts others but there is no perfect process that would prevent that. I am in full agreement that anyone in tourism related experiences need to primarily provide safety to those visitors and the locals and provide as accurate and current information as possible to visitors.

Layton

-----Original Message-----

From: Libby <libbyfreeman1@gmail.com>  
Sent: Tuesday, April 28, 2020 9:46 AM  
To: Layton Parker <layton@comporium.net>  
Subject: Vacation rentals

Good morning, I saw where the Commissioners are going to let the restrictions on short term rentals expire. I was wondering what your thoughts are on that? I have always had a great respect for your insight. Your knowledge of numbers and projections has amazed me in the past and I am enjoying (for lack of a better word) being a part of those discussions again.

Hope your day is a good one.  
Libby

Sent from my iPad

**Re: COVID Outdoor Adventure Page**

1 message

Prentiss Brewer &lt;prentiss@brevardncchamber.org&gt;

Thu, Apr 30, 2020 at 6:31 PM

To: Nathan Jordan &lt;njordan@mktconnections.com&gt;

I just have a few things...

- Instead of "Over the coming weeks...", maybe we say "As the experts lift restrictions, we know...."
- We may not be able to mention all of the parks if they're not open
- Do we offer a host of trails worth discovering that are off the beaten path? And open?

***Prentiss Brewer***

Operations &amp; Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)

On Thu, Apr 30, 2020 at 2:49 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi guys, see the message below. Karen, Alison and I were discussing messages we want to include in marketing going forward after the call today and it dawned on me that perhaps now is the time to put our outdoor message back out into the world. Or perhaps take the balance of time between now and May 8th to make any tweaks we would like to make and get this live at that time. Take a look below and get back to me with your thoughts. Thanks!

**Nathan Jordan**

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

----- Forwarded message -----

From: **Nathan Jordan** <njordan@mktconnections.com>

Date: Thu, Apr 30, 2020 at 2:47 PM

Subject: COVID Outdoor Adventure Page

To: Karen Tessier &lt;ktessier@mktconnections.com&gt;, Alison Fields &lt;alison@quipcreative.com&gt;

Here's the page, it's not currently live, but there is a lot of great content in here. None of this has been adjusted since we built it back in March so there may need to be a few updates. But for the most part this is all pretty solid. THIS IS A SERIES OF SCREEN CAPTURES SO THERE'S A LITTLE BREAK BETWEEN SECTIONS.



Over the coming weeks, we know that many of you will seek solace in the great outdoors. Generally, as long as you practice social distancing when engaged in these activities, this can be beneficial to you both physically and emotionally.

As an outdoor adventure destination, Explore Brevard would like to pass along some tips and guidance, organized by activity, that we hope you will find helpful. We will also provide links to articles by medical, health and sports professionals.



- HIKING
- CYCLING
- FISHING
- CLIMBING
- PADDLING



## FISHING

Experience the thrill of fishing in the heart of the Blue Ridge Mountains. The Davidson River is a premier fishing destination, offering world-class trout and bass fishing. For more information, visit [www.davidsonriver.com](http://www.davidsonriver.com).

Davidson River Outfitters | Headwaters Outfitters

## Climbing

Experience the thrill of rock climbing in the heart of the Blue Ridge Mountains. The Davidson River is a premier climbing destination, offering world-class rock climbing. For more information, visit [www.davidsonriver.com](http://www.davidsonriver.com).

## Paddling

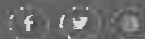
Experience the thrill of paddling in the heart of the Blue Ridge Mountains. The Davidson River is a premier paddling destination, offering world-class paddling. For more information, visit [www.davidsonriver.com](http://www.davidsonriver.com).

Order your FREE Adventure Guide today!

## TOURISM

1715 Elm Street  
Asheville, NC 28801

Local: (828) 884-8900  
Toll Free: (800) 544-4113



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Piedmont  
Victory Center  
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Hawthorne  
Nashville  
Sevier County

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Davidson River Outfitters  
Piedmont, NC 28801

Nathan Jordan  
Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

## Re: Website copy - Invitation to edit

Mary Jo Gordon <maryjo@brevardncchamber.org>  
To: Clark Lovelace <clark@brevardncchamber.org>  
Cc: Prentiss Brewer <prentiss@brevardncchamber.org>

Thu, Apr 30, 2020 at 12:42 PM

All noted, I'm going to check out VisitNC's site. Yesterday I checked out Jackson and Buncombe County's current messaging. I wrote and placed what was "currently on website" for you all to look at and give feedback. I agree, it needs tweaking.

On Thu, Apr 30, 2020 at 8:03 AM Clark Lovelace <clark@brevardncchamber.org> wrote:  
Hopefully we can huddle up about this today. Quick thoughts are:

- We don't need to reference the ending of the local resolution. Most ending up on our page wouldn't be aware it was previously in place. The state order is what applies, so it should be the focus.
- The general feel for now until May 8 should be that we're not pushing folks to come, we're telling them they can come for essential purposes (and for now letting them determine what that is rather than indicating social travel is okay), informing them on what a visit now looks like (public lands closed, visitor center closed, restaurants operating curbside), and offering assistance for future stays.
- The VisitNC site does a pretty good job of this. It's clearly written as a state entity so all isn't applicable, but some could be copied.
- I couldn't tell your suggestion for the bottom portion of the page. You had the top and then indicated "currently on website". Were you going to keep it or replace it. I think it should be tweaked.
- I think we need to change to most of PNF is closed. We've gotten a few comments.

See y'all in an hour.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Wed, Apr 29, 2020 at 7:49 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
I think this looks good.

**Prentiss Brewer**

Operations & Outreach Coordinator  
Transylvania County Tourism  
175 East Main Street  
Brevard, NC 28712  
828-884-8900  
[www.explorebrevard.com](http://www.explorebrevard.com)





On Wed, Apr 29, 2020 at 11:54 AM Mary Jo Gordon (via Google Docs) <drive-shares-noreply@google.com> wrote:

maryjo@brevardncchamber.org has invited you to **edit** the following document:

 Website copy



Take a look and let me know what you all think.

[Open In Docs](#)

Google Docs: Create and edit documents online.

Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA

You have received this email because maryjo@brevardncchamber.org shared a document with you from Google Docs.

**Google**

--  
**Mary Jo Gordon**  
Marketing & Communication Specialist  
**Transylvania County Tourism**  
828-883-3700, [explorebrevard.com](http://explorebrevard.com)





Clark Lovelace <clark@brevardncchamber.org>

## Fwd: COVID Outdoor Adventure Page

Prentiss Brewer <prentiss@brevardncchamber.org>

Mon, May 4, 2020 at 1:01 PM

To: mj@explorebrevard.com, Clark Lovelace <clark@brevardncchamber.org>

cc'ing you on my response to Nathan as I didn't reply all

**Prentiss Brewer**

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



----- Forwarded message -----

From: **Prentiss Brewer** <prentiss@brevardncchamber.org>

Date: Thu, Apr 30, 2020 at 6:31 PM

Subject: Re: COVID Outdoor Adventure Page

To: Nathan Jordan <njordan@mktconnections.com>

I just have a few things...

- Instead of "Over the coming weeks...", maybe we say "As the experts lift restrictions, we know...."
- We may not be able to mention all of the parks if they're not open
- Do we offer a host of trails worth discovering that are off the beaten path? And open?

**Prentiss Brewer**

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Thu, Apr 30, 2020 at 2:49 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi guys, see the message below. Karen, Allison and I were discussing messages we want to include in marketing going forward after the call today and it dawned on me that perhaps now is the time to put our outdoor message back out into the world. Or perhaps take the balance of time between now and May 8th to make any tweaks we would like to make and get this live at that time. Take a look below and get back to me with your thoughts. Thanks!

## Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-6251 | c 828-458-5806

----- Forwarded message -----

From: **Nathan Jordan** <njordan@mktconnections.com>

Date: Thu, Apr 30, 2020 at 2:47 PM

Subject: COVID Outdoor Adventure Page

To: Karen Tessier <ktessier@mktconnections.com>, Allison Fields <alison@quipcreative.com>

Here's the page, it's not currently live, but there is a lot of great content in here. None of this has been adjusted since we built it back in March so there may need to be a few updates. But for the most part this is all pretty solid. THIS IS A SERIES OF SCREEN CAPTURES SO THERE'S A LITTLE BREAK BETWEEN SECTIONS.



Over the coming weeks, we know that many of you will seek solace in the great outdoors. Generally, as long as you practice common-sense precautions, staying outdoors and active, this can be beneficial to you both physically and emotionally.

As an outdoor adventure destination, Explore Brevard would like to pass along some tips and guidance, organized by activity. These new pages also will direct visitors who want more information to links to articles by medical, health and sports professionals.



HIKING

CYCLING

FISHING

CLIMBING

PADDLING





**Nathan Jordan**

**Creative Director**

**MARKET CONNECTIONS**

o 828-398-5251 | o 828-458-5806

**Layton Parker**

---

**From:** Layton Parker <layton@comporium.net>  
**Sent:** Tuesday, May 5, 2020 11:01 AM  
**To:** 'Lori Roberts'  
**Subject:** RE: US Travel Assoc. recommends no nonessential traveling today

Not really. Still a dichotomy situation for sure.

I received PPP approval, but now have to get "consent" from my mortgage lender to allow me to "borrow" from another institution without violating loan terms.

---

**From:** Lori Roberts <loribehe@gmail.com>  
**Sent:** Monday, May 4, 2020 6:21 PM  
**To:** Layton Parker <layton@comporium.net>  
**Subject:** US Travel Assoc. recommends no nonessential traveling today

### **US Travel Association Guide for Communicating Healthy Travel Practices**

---

The US Travel Association released a guide on communicating healthy travel practices to travelers, which offers great guidance on communicating to your audience.

What are we supposed to promote?

"We're open but the CDC and US Travel Assoc. say you shouldn't travel unless you have to. P.S. Everything is still closed and you'll have nothing to do unless you are visiting your granny but hurry and make your reservation today!!"

In other words, why open right now? I'll lose more money by being open with no business but I'll still have to pay my employees to do nothing.

Any new thoughts other than what we talked about?

Lori.

---

**Lori L Roberts**  
LLR Holdings LLC  
The Sunset Motel  
mobile - 504.905.6683  
land - 828.884.9106



Clark Lovelace <clark@brevardncchamber.org>

## Re: Clarification on COVID deliverables for virtual tours

Clark Lovelace <clark@brevardncchamber.org>

Tue, May 5, 2020 at 8:37 PM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Nathan Jordan <njordan@mktconnections.com>, Karen Tessier <ktessier@mktconnections.com>, mj@explorebrevard.com, Pam Norman <pnorman@mktconnections.com>

With things moving forward at the pace they appear to be with reopening, I think the most important messaging and creative we need is information about being a responsible visitor and then a responsible outdoor recreator. The PNF virtual tour will be good, but the others may need to be tweaked to be co-branded with responsible outdoor recreation in some way. All good content for our 3pm call. FYI - if it helps to bump it to 11am to give more time to what may be a slight pivot, I'm good with that. Let me know.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

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TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Tue, May 5, 2020 at 7:25 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
Sounds good to me. Will we switch our focus if parks open again, though? After May 8?

**Prentiss Brewer**

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Tue, May 5, 2020 at 1:50 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hello all, during our Internal Market Connections production meeting this morning it was brought to my attention that there could be some possible confusion surrounding our virtual tours and campaign deliverables going forward. I wanted to send a brief message to clarify what we have in development to close the fiscal year - which is consistent with other tourism entities nationally and in my personal opinion much better than what most are currently doing in this category. Deliverables are as follows:

- Virtual Tour Landing Page - Pisgah National Forest
- Virtual Tour Landing Page - Gorges State Park

- Virtual Tour Landing Page - Dupont State Recreational Forest
- Virtual Tour Video - Transylvania Count Aerial - re-edit (updated branding and music) of existing footage that can be found here: <https://youtu.be/ESa5xJF6z84>

All landing pages include description of location, photo gallery, 360 degree google views of iconic locations, zoom backgrounds and fast facts. Additional assets like videos can be incorporated in future. These landing pages will serve a purpose for trip planning even after the era of COVID.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-6251 | c 828-458-5806





Clark Lovelace <clark@brevardncchamber.org>

## Re: Legal Advice re: Governors Orders

Clark Lovelace <clark@brevardncchamber.org>

Tue, May 5, 2020 at 10:32 PM

To: Layton Parker <layton@comporium.net>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <maryjo@brevardncchamber.org>, Nathan Jordan <NJordan@mktconnections.com>, Sally Burnett <sally@brevardncchamber.org>, Willow Walker <willow@brevardncchamber.org>

I think today's announcement clears it up starting on May 8, so we should be able to be more informative and direct in our messaging. FYI - on a 2:30pm conference call with WNC TDAs and VisitNC, it was clear that there were varying thoughts on what currently applies, so we're grey on this right now, but better now starting May 8.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

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TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Tue, May 5, 2020 at 2:00 PM Layton Parker <layton@comporium.net> wrote:

The vast level of policy development, interpretation, guidance and general understanding of the situation creates confusion, contradiction and dichotomy. At this time, with no active resolution at the County or City level, our only out of the ordinary policy to follow is the NC Executive Order #121. As you mentioned, the discussion between the local TDA directors' purpose is to interpret, clarify and accurately inform visitors and accommodations of that applicable EO121 unless they have an additional County resolution in effect.

The previously attached attorney opinion and guidance was requested by Haywood County commission from their local legal firm. Mr. Queen's Interpretation is helpful, but again is just that.

Governor Cooper's website has clarified the following additional clarification during Phase 1 & Phase 2:

### In Phase 1:

- Modify the Stay At Home order allow travel not currently defined as essential allowing people to leave home for commercial activity at any business that is allowed to be open, such as clothing stores, sporting goods stores, book shops, houseware stores and other retailers.

### Phase 2

- Lift Stay At Home order with strong encouragement for vulnerable populations to continue staying at home to stay safe

His 3 phase implementation plan does not include any hotel specific language but if indeed May 8<sup>th</sup> is the end of the stay at home order, I believe we may see more clarification as they transition from Phase 1 into 2. I would be careful as being a source of information and more specifically guidance on interpretation and enforcement of a state level order. We (TCT) want to be a resource for anyone impacted, but if we attempt to clarify a questionable policy, we may have to take responsibility for any violations that may create. If an accommodation seeks guidance, I would refer them to the Governor's website since they created it and are now the enforcement agency.

On the other hand, I do think we have to provide guidance for TCT and Market Connections of the message we want relayed to potential visitors as we learn more in the near future.

**From:** Clark Lovelace <clark@brevardncchamber.org>

**Sent:** Tuesday, May 5, 2020 11:05 AM

**To:** Layton Parker <layton@comporium.net>; Prentiss Brewer <prentiss@brevardncchamber.org>; Mary Jo Gordon <maryjo@brevardncchamber.org>; Nathan Jordan <NJordan@mktconnections.com>

**Cc:** Sally Burnett <sally@brevardncchamber.org>; Willow Walker <willow@brevardncchamber.org>

**Subject:** Fwd: Legal Advice re: Governors Orders

A few WNC TDA directors have been communicating regularly about what's going on in our communities lately, particularly with local resolutions, the state order, and reopening. This is an interesting email where the county attorney for Haywood indicates that leisure travel is not allowed right now, or during phase 1, based on the state order. This is much more direct and specific than our unofficial "It's a gray area" opinion. We'll need to be very careful with messaging to our tourism partners and visitors for the foreseeable future. Layton, feel free to share any thoughts/guidance from either the board perspective or the hotelier one.

***Clark E. Lovelace***

**Executive Director**

**Brevard/Transylvania Chamber of Commerce**

**Transylvania County Tourism Development Authority**

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**TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)**



---

----- Forwarded message -----

**From:** Nick Breedlove <director@discoverjacksonnc.com>

**Date:** Tue, May 5, 2020 at 9:52 AM

**Subject:** Legal Advice re: Governors Orders

**To:** Kaye McHan <director@highlandschamber.org>, Clark Lovelace <clark@brevardncchamber.org>, Haywood County TDA <lynn@visitncsmokies.com>, Mary Anne Baker <maryanne@greatsmokies.com>

Attorney Frank Queen, Haywood county, prepared the attached opinion following a conversation that several of us had in the area. Some of this information may be helpful to you answering questions. I highlighted the most relevant portion.



**Nick Breedlove, CDME, CHIA, TMP, CVENT-SN**  
Executive Director, Jackson County NC TDA

828-848-8711 | [Director@DiscoverJacksonNC.com](mailto:Director@DiscoverJacksonNC.com)

[www.DiscoverJacksonNC.com](http://www.DiscoverJacksonNC.com)

116 Central Street, Sylva, NC 28779



---

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**Re: sticker messages for AGs being mailed out**

1 message

Prentiss Brewer &lt;prentiss@brevardncchamber.org&gt;

Wed, May 6, 2020 at 5:07 PM

To: Sally Burnett &lt;sally@brevardncchamber.org&gt;

Cc: mj@explorebrevard.com

All, really. We're working on it!

***Prentiss Brewer***

Operations &amp; Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)

On Wed, May 6, 2020 at 5:02 PM Sally Burnett &lt;sally@brevardncchamber.org&gt; wrote:

Let me know if I can help with the update of the [explorebrevard.com](http://explorebrevard.com) COVID-19 page. Is that y'all or Nathan?**Sally Burnett**

Visitor Center Coordinator

Brevard/Transylvania Chamber of Commerce

175 E Main Street

Brevard, NC 28712

[sally@brevardncchamber.org](mailto:sally@brevardncchamber.org)

828-883-3700

On Wed, May 6, 2020 at 4:38 PM Prentiss Brewer &lt;prentiss@brevardncchamber.org&gt; wrote:

I like that idea. Keeps you from having to update the labels. Also, the message could change before they even get it with bulk mail.

***Prentiss Brewer***

Operations &amp; Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Wed, May 6, 2020 at 4:33 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

I would consider just directing them to our COVID-19 webpage so the message can shift easily. It could indicate, "Thank you for your interest in visiting Transylvania County. For up-to-date information on travelling to our area, please click on the COVID-19 link on our homepage at [explorebrevard.com](http://explorebrevard.com)," or something like that.

**Clark E. Lovelace**

**Executive Director**

**Brevard/Transylvania Chamber of Commerce**

**Transylvania County Tourism Development Authority**

**175 East Main St., Brevard NC, 28712**

**Chamber: 828-883-3700, [brevardncchamber.org](mailto:brevardncchamber.org)**

**TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)**



On Wed, May 6, 2020 at 3:35 PM Sally Burnett <sally@brevardncchamber.org> wrote:

Thanks, Willow. That's a good starting point!

**Sally Burnett**

**Visitor Center Coordinator**

**Brevard/Transylvania Chamber of Commerce**

**175 E Main Street**

**Brevard, NC 28712**

**[sally@brevardncchamber.org](mailto:sally@brevardncchamber.org)**

**828-883-3700**

On Wed, May 6, 2020 at 3:25 PM Willow Walker <willow@brevardncchamber.org> wrote:

Mmmm....I don't think I've seen the latest TCT message, but I think it will be important to remind people that even as we reopen to visitors, things will not be business as normal. So maybe something like this would be helpful? Probably too long, but just an idea...

Although COVID-19 related travel restrictions are starting to shift, our businesses will be implementing strategies to keep our residents and visitors safe by wearing masks, implementing social distancing, and offering additional sanitation practices for staff and visitors. Although our businesses may be open, it will not be business as normal. We ask that you adhere to these new strategies, and practice patience and respect if and when you visit our community. Thank you!

On Wed, May 6, 2020 at 2:45 PM Sally Burnett <sally@brevardncchamber.org> wrote:

Here is the current message on the stickers affixed to the back of every AG we've been mailing out the last month or so:

For the safety of our visitors and residents, we ask that you postpone travel to our area until after the danger from COVID-19 has passed. Check out [ExploreBrevard.com](http://ExploreBrevard.com) for the latest visitor info. We look forward to your visit when it's safe.

With the shift to Phase 1, I'd like to change the message to something in line with what Clark described as TCT's messaging about people not being cads. Can someone help me with this by the end of the day Friday, May 8?

Thanks!

**Sally Burnett**  
Visitor Center Coordinator  
Brevard/Transylvania Chamber of Commerce  
175 E Main Street  
Brevard, NC 28712  
[sally@brevardncchamber.org](mailto:sally@brevardncchamber.org)  
828-883-3700



Clark Lovelace <clark@brevardncchamber.org>

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## Re: Clarification on COVID deliverables for virtual tours

---

Nathan Jordan <njordan@mktconnections.com>

Wed, May 6, 2020 at 10:20 AM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Clark Lovelace <clark@brevardncchamber.org>, Karen Tessier <ktessier@mktconnections.com>, Pam Norman <pnorman@mktconnections.com>, mj@explorebrevard.com

Ok - I'll be there at 11. I agree the virtual tours should include responsible visitor messaging, however I don't feel as though the look/feel we discussed for the responsibility messaging is right as a lead for virtual tours.

On Tue, May 5, 2020 at 8:51 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

I probably won't be able to make an 11am call. We are having a fence put in tomorrow and I am taking lunch to my grandmother. Just FYI.

### *Prentiss Brewer*

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Tue, May 5, 2020 at 8:37 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

With things moving forward at the pace they appear to be with reopening, I think the most important messaging and creative we need is information about being a responsible visitor and then a responsible outdoor recreator. The PNF virtual tour will be good, but the others may need to be tweaked to be co-branded with responsible outdoor recreation in some way. All good content for our 3pm call. FYI - if it helps to bump it to 11am to give more time to what may be a slight pivot, I'm good with that. Let me know.

### *Clark E. Lovelace*

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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On Tue, May 5, 2020 at 7:25 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Sounds good to me. Will we switch our focus if parks open again, though? After May 8?

# *Prentiss Brewer*

Operations & Outreach Coordinator  
Transylvania County Tourism  
175 East Main Street  
Brevard, NC 28712  
828-884-8900  
www.explorebrevard.com



On Tue, May 5, 2020 at 1:50 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hello all, during our internal Market Connections production meeting this morning it was brought to my attention that there could be some possible confusion surrounding our virtual tours and campaign deliverables going forward. I wanted to send a brief message to clarify what we have in development to close the fiscal year - which is consistent with other tourism entities nationally and in my personal opinion much better than what most are currently doing in this category. Deliverables are as follows:

- Virtual Tour Landing Page - Pisgah National Forest
- Virtual Tour Landing Page - Gorges State Park
- Virtual Tour Landing Page - Dupont State Recreational Forest
- Virtual Tour Video - Transylvania County Aerial - re-edit (updated branding and music) of existing footage that can be found here: <https://youtu.be/ESa5xJF6z84>

All landing pages include description of location, photo gallery, 360 degree google views of iconic locations, zoom backgrounds and fast facts. Additional assets like videos can be incorporated in future. These landing pages will serve a purpose for trip planning even after the era of COVID.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

--  
**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806





Clark Lovelace <clark@brevardncchamber.org>

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## Re: Pisgah National Forest - Virtual Tour

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Clark Lovelace <clark@brevardncchamber.org>

Wed, May 6, 2020 at 9:29 PM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Nathan Jordan <njordan@mktconnections.com>, Mary Jo Gordon <maryjo@brevardncchamber.org>, Karen Tessler <ktessler@mktconnections.com>, Pam Norman <pnorman@mktconnections.com>, Sally Burnett <sally@brevardncchamber.org>

I don't disagree with your comments, but I can't keep checking. MJ/Pren/Nathan, please finalize.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

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175 East Main St., Brevard NC, 28712

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On Wed, May 6, 2020 at 9:01 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
I still don't see the changes MJ and I suggested:

- Start with a compelling, short intro inviting visitors to explore the page
- Move 360 views below the intro
- Move the Zoom backgrounds to second, below 360
- Then the writing on the history of the forest (with a heading)
- The still images last

**Prentiss Brewer**

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



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On Wed, May 6, 2020 at 8:02 PM Clark Lovelace <clark@brevardncchamber.org> wrote:  
Looks good to me.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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On Wed, May 6, 2020 at 4:03 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:  
The requested updates are complete, please take another look and let's plan to launch tomorrow morning.  
<https://explorebrevard.com/pisgah-national-...est-virtual-tour/>

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806

On Tue, May 5, 2020 at 8:32 PM Clark Lovelace <[clark@brevardncchamber.org](mailto:clark@brevardncchamber.org)> wrote:  
I think an intro is key. And, that message will need to take into account that these lands are probably going to be open within the next week and the governor just initiated the reopening process. It could possibly be the beginning of our messaging on how to be a responsible visitor. We may know more about the public lands by tomorrow. The other suggestions make sense, but if you feel strongly about the content after the intro, I'm fine with that.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
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On Tue, May 5, 2020 at 4:08 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:  
I don't mind rearranging the content, but it would be best to keep the text information at the top of the page for SEO purposes. I also think it makes more sense to introduce the content....even if we add an additional short intro. Thoughts?

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806

On Tue, May 5, 2020 at 3:57 PM Mary Jo Gordon <[maryjo@brevardncchamber.org](mailto:maryjo@brevardncchamber.org)> wrote:  
Pren, Sally, and I just talked about the page, there are a few things we'd like to rearrange.

- Start with a compelling, short intro inviting visitors to explore the page
- Move 360 views below the intro

- Move the Zoom backgrounds to second, below 360
- Then the writing on the history of the forest
- The still images last

What do you think about making a heading titled "History" like the "Zoom Backgrounds" title and then writing that text underneath it, followed by the still images?

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Tue, May 5, 2020 at 1:42 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:  
Hello all, I'd like to request final feedback for this by tomorrow morning so this can go ahead and roll out. Then we can follow up about the launch and second virtual tour afterward, MJ. Thanks!

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

On Fri, May 1, 2020 at 3:55 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:  
Hi all, here's a proof to preview our virtual tour of Pisgah. Please review and let me know if you have any changes or questions: <https://explorebrevard.com/pisgah-national-...est-virtual-tour/>

Thanks!

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

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## Re: Responsible Visitation Campaign - Concepts, Messaging and Strategy

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Clark Lovelace <clark@brevardncchamber.org>

Thu, May 7, 2020 at 7:37 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, Karen Tessier <ktessier@mktconnections.com>, Pam Norman <pnorman@mktconnections.com>, mj@explorebrevard.com

Just as a quick update to all, Nathan and I just spoke about the creative ideas, timing, delivery to someone here vs. our full audience, etc. Mostly tweaks to the good work so far. Too much to convey here. He's coming back with an update in the morning.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

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On Thu, May 7, 2020 at 4:12 PM Nathan Jordan <njordan@mktconnections.com> wrote:

I don't believe we have budget to handle printing at this point, but yes a poster is definitely needed. Even if it is only distributed digitally. Do you have a personal preference between concept one and two?

On Thu, May 7, 2020 at 4:07 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Hi!

I like the ideas very much. Now that we know Gorges is opening on the 13th, what timeline are you thinking? Also, the posters you mention - will these be like the waterfall safety posters in that we print them and distribute them to partners? Of course that would be ideal, but is it in the budget? Or do we share a graphic and have partners print it themselves? That might work better. I think that poster is going to be the most effective and helpful thing we can do right now for our partners. But we would need to get it out ASAP. The rest of this messaging is great and can be ongoing through digital.

Thanks,

Pren

**Prentiss Brewer**

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Thu, May 7, 2020 at 1:56 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi everyone, the MC team has been busy working on development of our new campaign. I want to briefly share our two core concepts that have risen to the top of our idea set along with our strategy and deliverables you will receive to execute.

First, our core campaign concepts are essentially short campaign names we can use that will become part of our brand language going forward. It will be shorthand for "visitor responsibility". With the added layer of outdoor responsibility we believe we have a great opportunity to take the lead in messaging here in WNC as well as in the state overall. The two ideas we would like to share are:

Concept 1:

#### **ADVENTURE AWARE**

We like this because it dovetails well with our heart of adventure campaign and it speaks to mindfulness when visiting. Whether we're speaking about a responsible visit to a retail business, getting takeout from a restaurant or venturing into the forest. Explore Brevard invites you to Adventure Aware.

Concept 2:

#### **ROAM RESPONSIBLY**

This phrasing works well because there are so many "R" words that play into this vein of messaging. Responsibility, Respect, Risk, Reward, Resilience, the list goes on. Each of the messages presented would be centered around one of these single words - for example Resilience speaking to support of local businesses and being a good patron or Risk illustrating the increased risk and responsibility the visitor is taking on by going into the forest during this time.

No matter which concept we utilize we want the social campaign to speak to through an experiential lens. Each post should start by focusing on a specific undertaking like a visit downtown or into the forest for example.

#### **Deliverables:**

The MC team will pull a series of images and a full copy deck that speaks to the images along with 10 general tips visitors can utilize (and be used in a poster layout) as part of this campaign. With all this the TCT should have plenty of assets to execute this campaign efficiently.

Please review all of this and get back to me with any thoughts you have. Thanks!

Nathan Jordan

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806

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Nathan Jordan

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

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## Re: Explore Brevard Phase One Tips

Clark Lovelace <clark@brevardncchamber.org>

Fri, May 8, 2020 at 12:54 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, mj@explorebrevard.com

It's a good list. One more would be about respecting those who are serving you by paying attention to signs and following their protocols. Good to keep it to 10. Can you combine two?

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

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On Fri, May 8, 2020 at 11:18 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Here's our first draft of tips for responsible visitation. Please review and let me know if any changes are needed.

These are intended to be the general rules, there will also be another version that's more specific to outdoor recreation. Layout for these would be bigger bold words for the short phrases to keep it memorable and body copy style for the rest.

1. **Keep your distance.** Maintain a 6-foot distance when walking, hiking, biking or jogging.
2. **Loosen Up.** Don't congregate in large crowds. Current guidelines allow for groups of no more than 10 people.
3. **Lather Up.** Wash your hands with soap and water or use hand sanitizer.
4. **Hands Off.** Avoid hugs, handshakes and touching your face. Use caution touching surfaces.
5. **Cover Up.** Cover your mouth when you cough or sneeze. Masks are recommended when patronizing local stores and businesses.
6. **Stay On Track.** Explore with caution. Keep to the trails. Practice good waterfall safety by following posted rules. Emergency services may be operating at limited capacity.
7. **Be Adventure Aware.** Practice good trail manners. Be courteous to others. Leave no trace.
8. **Plan Ahead.** Bring snacks, water, and first aid. Understand that some facilities, like restrooms, may not be available.
9. **Buy Local.** Local shops are open at limited capacity. Many local restaurants offer takeout.
10. **Explore Well.** The trails will outlast your sniffles. Stay home if you feel sick.

Nathan Jordan

Creative Director

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Clark Lovelace <clark@brevardncchamber.org>

## Fwd: Plsgh Closure Modified

Clark Lovelace <clark@brevardncchamber.org>

Thu, May 14, 2020 at 10:07 PM

To: Nathan Jordan <NJordan@mktconnections.com>, Prentiss Brewer <prentiss@brevardncchamber.org>, mjl@explorebrevard.com

Jason was copied so I at least switched it up a little

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

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----- Forwarded message -----

From: Clark Lovelace <clark@brevardncchamber.org>

Date: Thu, May 14, 2020 at 9:54 PM

Subject: Re: Plsgh Closure Modified

To: Casey, David M -FS <david.casey@usda.gov>

Cc: Guidry, Jason I <jason.guidry@ncagr.gov>, McGraw, Robert <robert.mcgraw@ncparks.gov>, Labrie, Neal D <Neal\_Labrie@nps.gov>, Hester, Charles L <Chuck\_Hester@nps.gov>, Viets, Alexa C <Alexa\_Viets@nps.gov>, Jaime Laughter <jaime.laughter@transylvaniacounty.org>, JohnC@piscagahconservancy.org <johnc@piscagahconservancy.org>, natalie@cfaia.org <natalie@cfaia.org>, Greg A. Shuping <Gregory.Shuping@haywoodcountync.gov>, Sybil Tate <Sybil.Tate@buncombecounty.org>, Drake Fowler <dfowler@ncarboretum.org>, melinda.patterson@ncwildlife.org <melinda.patterson@ncwildlife.org>, Stewart, J. David <david.stewart@ncwildlife.org>, Chris Kelly <christine.kelly@ncwildlife.org>, Wes Humphries <wes.humphries@ncwildlife.org>, swyatt@hendersoncountync.gov <swyatt@hendersoncountync.gov>, Scott Justus <scott.justus@transylvaniacounty.org>, Bobby Cooper <Bobby.Cooper@cityofbrevard.com>, Lester, Natalie - FS <Natalie.Lester@usda.gov>, Owenby, Jeffrey B -FS <jeffrey.owenby@usda.gov>

Dave,

Thank you for keeping us updated. I know managing the reopening process will be difficult and I wish you and your team the best of luck as you move forward.

As a quick update, Transylvania County Tourism will continue to focus on keeping visitors informed above all else at this time. We ceased all of our advertising when this started (print takes a while to catch up) and do not currently have any scheduled for May or June. Our focus has been on messaging to our past visitors and those already looking into visitation here. We have created the attached poster asking visitors to Explore Responsibly in the outdoors. We posted it on social media this afternoon. Partners are welcome to use as they see fit. We'll print some and announce for any interested to pick up next week. FYI - there's also a digital version asking visitors to Explore Responsibly in general (including in stores, downtown, etc).

Thanks again for your hard work.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

**Transylvania County Tourism Development Authority**  
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**TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)**



On Thu, May 14, 2020 at 9:16 AM Casey, David M -FS <[david.casey@usda.gov](mailto:david.casey@usda.gov)> wrote:

Morning Folks,

I just wanted to make you all aware that our partial closure is going to be relaxed in a phased approach and the first phase will start today. You can see the attached closure order for specifics but generally this first phase will result in the following on the Pisgah Ranger District:

- All trails will be open except for one at Lake Powhatan.
- Most trailheads will be open.
- Some roads will re-open such as Avery Creek, Headwaters, Bent Creek Gap, the lower end of Wash Creek.
- Some roads will remain closed, e.g. Yellow Gap and part of Wash Creek, however non-motorized use of the roads is allowed such as hike, bike, horse.
- Most developed recreation sites will remain closed and no restroom facilities will be available.
- Camping will still be prohibited during this phase.

Thanks for all the support and communication during this time. We'll continue to keep you in the loop as we prepare for our next phase of opening sites on the Pisgah.



**Dave Casey**  
**District Ranger**

**Forest Service**

**National Forests in North Carolina, Pisgah Ranger District**

**p: 828-877-3265 x214**  
**[david.casey@usda.gov](mailto:david.casey@usda.gov)**

**1600 Pisgah Highway**  
**Pisgah Forest, NC 28768**  
**[www.fs.fed.us](http://www.fs.fed.us)**

**Caring for the land and serving people**



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 **Explore Responsibly Outdoors.pdf**  
2165K



Clark Lovelace <clark@brevardncchamber.org>

## Re: Updated outdoor copy

Clark Lovelace <clark@brevardncchamber.org>

Thu, May 14, 2020 at 4:21 PM

To: Mary Jo Gordon <maryjo@brevardncchamber.org>

Cc: Nathan Jordan <njordan@mktconnections.com>, Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

Pren reminded that the e-blast is Tuesday morning. I should have said the e-blast to be completed Monday and go out first thing Tuesday morning.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

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On Thu, May 14, 2020 at 4:09 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

Thank you all for the work. MJ and I just spoke and she's quickly putting up the update on the COVID-19 page, then doing the post right after. She'll then go back to the page to rearrange a few things, specifically adding titles to the sections. We both agreed that now with the top 10 listed and the increased public land info, it's sort of a pretty long message/letter.

We also talked about a reminder for the restaurant huddle up going out tomorrow and then in the weekly e-blast on Monday mentioning the explore responsibility outdoors poster and providing a digital copy there and referencing how to get a printed copy. Pren, with that last one in mind, can you reach out to a local printer (I think we normally use the UPS Store) and get a quote for 250 and 500 and find out how quickly we could have them? Let me know and I'll give you a quick answer. Thanks.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

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On Thu, May 14, 2020 at 3:53 PM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

Perfect, thank you!

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 3:52 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:  
Social post.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

On Thu, May 14, 2020 at 3:49 PM Mary Jo Gordon <[maryjo@brevardncchamber.org](mailto:maryjo@brevardncchamber.org)> wrote:  
Is this for website or social?

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 3:47 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:

As businesses, state parks and national forests begin to reopen across the state, Brevard and Transylvania County encourage visitors to be safe, keep an eye on guidelines, and Explore Responsibly. For more information visit our website at [ExploreBrevard.com/COVID19](http://ExploreBrevard.com/COVID19)

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

On Thu, May 14, 2020 at 3:45 PM Nathan Jordan <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)> wrote:  
All updated, high res final art attached.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

On Thu, May 14, 2020 at 3:43 PM Mary Jo Gordon <[maryjo@brevardncchamber.org](mailto:maryjo@brevardncchamber.org)> wrote:

I just sent you all the copy for updates on the website. Once the poster is ready and the copy is approved, I'll post.

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 3:40 PM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:  
Besides the two periods like Pren mentioned, it looks good to me too.

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 3:35 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
Hands off has 2 periods. Other than that it looks good to me.

***Prentiss Brewer***

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Thu, May 14, 2020 at 3:28 PM Nathan Jordan <njordan@mktconnections.com> wrote:  
You'll find the new poster layout attached. LMK if any changes are needed. I reworked the layout to differentiate from the other version as well.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

On Thu, May 14, 2020 at 1:17 PM Clark Lovelace <clark@brevardncchamber.org> wrote:  
I think the other top 10 stays, but you include a sentence and link to this when mentioning the public lands.

***Clark E. Lovelace***

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 12:26 PM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

- After final changes are made for this, is it replacing the guidelines we currently have on the COVID page?

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 12:25 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

- It looks good. I'd change the "courteous" part of #8. We pulled that out and made it #10, so that one can just focus on leaving no trace. Maybe something like:

Clean up after yourself. Respect Mother Nature and all of her creatures. - or -  
Clean up after yourself. Respect the outdoors as well as wildlife.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 12:15 PM Nathan Jordan <njordan@mktconnections.com> wrote:  
Here's the updated version with feedback discussed before the meeting.

- 1) **Keep your distance.** Maintain a 6-foot distance from anyone not in your household at all times.
- 2) **Loosen Up.** Don't congregate in large crowds on or off the trail. If you see that a trailhead or particular outdoor area is crowded, consider exploring a new area.
- 3) **Lather Up.** Wash your hands with soap and water or use hand sanitizer. Wipe down all equipment and gear before and after use.
- 4) **Hands Off.** Avoid hugs, handshakes and touching your face. Use caution touching surfaces, including door handles, benches, rails and even trees.
- 5) **Cover Up.** Cover your mouth when you cough or sneeze. Masks are recommended in dense places, including busy trails, parking lots and overlooks.
- 6) **Stay On Track.** Explore with caution. Keep to the trails and keep moving.
- 7) **Be Waterfall Savvy.** Practice good waterfall safety by following posted rules. To learn more visit [waterfallsafety.com](http://waterfallsafety.com)
- 8) **Leave No Trace.** Clean up after yourself. Be courteous to others and respect the outdoors as well as wildlife.

**9) Plan Ahead.** Bring snacks, water, and first aid. Understand that some facilities, like restrooms, may not be available and cell phone service may be limited.

**10) Be Aware.** Practice trail courtesy. Give way to passersby and share your space.

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5808

On Thu, May 14, 2020 at 11:09 AM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

I think these sound good. Well-balanced.

*Prentiss Brewer*

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Thu, May 14, 2020 at 9:41 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Once this is approved I will pull into a layout for a poster. I saw the announcement that Dupont will begin phased reopening Thursday so I will move quickly.

**1) Keep your distance.** Maintain a 6-foot distance from anyone not in your household at all times.

**2) Loosen Up.** Don't congregate in large crowds on or off the trail. If you see that a trailhead or particular outdoor area is crowded, consider exploring a new area..

**3) Lather Up.** Wash your hands with soap and water or use hand sanitizer. Wipe down all equipment before and after use.

**4) Hands Off.** Avoid hugs, handshakes and touching your face. Use caution touching surfaces, including door handles, benches, rails and even trees.

**5) Cover Up.** Cover your mouth when you cough or sneeze. Masks are recommended in dense places, including busy trails, parking lots and overlooks.

**6) Stay On Track.** Explore with caution. Keep to the trails and keep moving.

**7) Be Waterfall Savvy.** Practice good waterfall safety by following posted rules.

**8) Leave No Trace.** Practice good trail manners. Clean up after yourself. Be courteous to others.

**9) Plan Ahead.** Bring snacks, water, and first aid. Understand that some facilities, like restrooms, may not be available and cell phone service can be limited.

**10) Explore Well.** The trails will outlast your sniffles. Stay home if you are sick. (added this back to get to 10)

**Nathan Jordan**

**Creative Director**

**MARKET CONNECTIONS**

**o 828-398-5251 | c 828-458-5806**



Clark Lovelace <clark@brevardncchamber.org>

## Re: DuPont State Recreational Forest: phased reopening starts today...

Clark Lovelace <clark@brevardncchamber.org>

Thu, May 14, 2020 at 4:38 PM

To: "Guldry, Jason I" <jason.guidry@ncagr.gov>

Cc: "Devin Gentry (Devin@cfaia.org)" <Devin@cfaia.org>, Chuck Ramsey <TrailZenLLC@citcom.net>, Rella Allred <rella6800@gmail.com>, "Maggie Howe (maggie@gwynnvalley.com)" <maggie@gwynnvalley.com>, "Aleen Steinberg (chickasaw@comporium.net)" <chickasaw@comporium.net>, "Sara Landry (saralandry@dupontforest.com)" <saralandry@dupontforest.com>, "R.R. Hebb (rhebb@hotmail.com)" <rhebb@hotmail.com>, Jeff Jennings <jeffjennings31@gmail.com>, "Smith, Greg" <greg.smith@ncagr.gov>, "Yarborough, Bill" <bill.yarborough@ncagr.gov>

Thank you, Jason, for the update and for the kind words. We wish you and your team the best as you undertake the difficult task of managing the reopening process. As a quick update for all, Transylvania County Tourism will continue to focus on keeping visitors informed above all else during this process. We ceased all of our advertising when this started (print takes a while to catch up) and do not currently have any scheduled for May or June. Our focus has been on messaging to our past visitors and those already looking into visitation here. We have created the attached poster asking visitors to Explore Responsibly in the outdoors at this time. Some of what we included came from a huddle up with Bruce last week. We posted it on social media this afternoon. Partners are welcome to use as they see fit. We'll print some and announce for any interested to pick up next week. FYI - there's also a digital version asking visitors to Explore Responsibly in general (including in stores, downtown, etc).

Thanks again for your hard work.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 14, 2020 at 7:38 AM Guldry, Jason I <jason.guidry@ncagr.gov> wrote:

Good morning,

As of 5 a.m. today the forest is now open for visitors as the start of a phased approach that hopes to minimize the spread of COVID-19 while providing outdoor experiences for the public.

The timing is somewhat related to the plans of our nearby Gorges State Park and the Pisgah District, both of which opened up to some degree yesterday.

Some notes on the opening:

Our forest does not easily lend to partial opening or closures given that visitors have numerous points of access (~35 at last count).

This approach is designed to promote movement-based recreation throughout the forest as a way to minimize large crowds that tend to bunch up at certain locations.

Parking will be limited to Corn Mill Shoals, Fawn Lake and Guion Farm Access Areas.

High Falls, Hooker Falls and Lake Imaging Access Areas will remain closed for now.

A list of interior closures is found below this email for your reference.\*

This will undoubtedly lead to heavy competition for parking spaces and subsequent complaints.

Many of our key messages are geared toward a change in expectations for our visitors, along with the hope that our visitors can be more self-reliant during their visit.

I hope that we can work through those challenges within the context that this is best we can do right now.



You can help by encouraging responsible behavior within your user groups and to ask them for patience as we continue to plan for the next phases.

Commercial Use will remain suspended through this first phase. This is due to the continued restrictions on group sizes and that parking spaces will be in high demand for the general public.

Phase II may allow for Lake Imaging Access Area to open and perhaps Commercial Use can be considered as well. The timing of Phase II will likely be based on the conditions that Phase I presents, as well as further developments with Governor Cooper's Executive Orders.

I want to thank several of you who have been very helpful during this period, namely, Sara Landry, Clark Lovelace, Maggie Howe, and Aleen Steinberg.

Sara and Clark have been great sources of information and communication on public opinion regarding the closure. Similarly, Maggie has served us well with insights into what youth camps are dealing with at this time. Thanks for reaching out during these tough times.

Aleen has regularly dropped off at our gates sweet dishes for the Rangers and LEO's. And while comfort food doesn't last long around here, it does make us feel supported and thought of...

I'll be in touch with Devin about our next steps as a Committee. Please contact him and me with any questions or concerns.

With appreciation,

Jason I. Guidry

\*Here is part of a public release that should be distributed later today....

DuPont State Recreational Forest and neighboring Holmes Educational State Forest will begin a phased reopening Thursday, May 14, 2020. DuPont State Recreational Forest opens to the public at 5 a.m. Holmes Educational State Forest opens to the public at 9 a.m.

To encourage responsible use and to maintain required social distancing, phased reopening will begin with allowing public access only to areas of the forest that promote movement-focused activities. Some areas and facilities of the forest will not be available to the public during phase one of the reopening but will become available in accordance with Governor Cooper's phased plan for reopening the state.

Minimal services, facilities and assistance will be available for visitors. Responsible recreation is critical during this time. Visitors are asked to be good stewards and good neighbors. If you arrive during a busy time and find limited parking, the right decision is to return home and plan to visit another day at another time. If we are busy, expect other public lands, such as state parks and national forests, to also be busy.

What can visitors expect during a visit to DuPont State Recreational Forest during phase one of the reopening?

? DuPont State Recreational Forest is open daily, 5 a.m. until 10 p.m.

? Most of the trail system is open, and visitors should come prepared to access trails and to keep moving. Come prepared to share trails with all types of users. Trail courtesy is critical during this time to ensure safe access for everyone.

? Parking is limited to Fawn Lake Access Area, Guion Farm Access Area and Corn Mill Shoals Access Area. Expect crowding and limited parking.

? Portable toilets are available. Permanent restrooms are not available.

? Gathering areas of the forest remain closed to encourage movement and separation. These areas include the following:

- o High Falls Access Area; Hooker Falls Access Area; and, Lake Imaging Access Area
- o Visitor Center and Office
- o Triple Falls Trail and Staircase; Base of High Falls Trail; Wintergreen Falls; and, the area at the base of Bridal Veil (Waterfall viewing areas remain available. Remember social distancing. Remain patient. Wait your turn.)
- o Three Lakes Trail
- o All picnic areas

- o Swimming areas and waterfronts
- o Hooker Falls; Fawn Lake; Lake Dense; and, Lake Alford

What can visitors expect during a visit to Holmes Educational State Forest during phase one of the reopening?

- ? Holmes Educational State Forest is open Tuesday through Friday, 9 a.m. until 5 p.m. and Saturday and Sunday, 10 a.m. until 6 p.m.
- ? Most of the trail system is open, and visitors should come prepared to access trails and to keep moving.
- ? Portable toilets are available. Permanent restrooms are not available.
- ? Gathering areas of the forest remain closed to encourage movement and separation. These areas include the office, the forestry center, the group campground, the picnic shelter and picnic areas.

As we move forward with this phased approach, we urge the public to adjust expectations, to be prepared, to stay local and to continue complying with CDC recommendations and guidelines. We ask that visitors be responsible for individual best practices and follow social distancing recommendations. Visitor behavior will be a key factor for providing continued public access and preventing additional closures during this period of phased reopening.

For updated information about public access to North Carolina State Forests during the COVID-19 pandemic, visit [ncforestservice.gov/CO](http://www.ncforestservice.gov/covid19)<<http://www.ncforestservice.gov/covid19>>VID19.htm and follow us on Facebook.

---

 **Explore Responsibly Outdoors.pdf**  
2158K



Clark Lovelace <clark@brevardncchamber.org>

## Re: NC Wildlife Update-May 2020

Clark Lovelace <clark@brevardncchamber.org>  
To: Layton Parker <layton@comporium.net>

Sun, May 17, 2020 at 8:31 PM

Thanks for passing on. I think everyone agrees that it's the common message with regard to public lands. Glad we have our own version. All three public land managers responded with appreciation that we're doing it.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-848-4523, [explorebrevard.com](http://explorebrevard.com)



On Sat, May 16, 2020 at 6:46 PM Layton Parker <layton@comporium.net> wrote:

Layton

Begin forwarded message:

**From:** North Carolina Wildlife Resources Commission <[WildlifeNews@ncwildlife.org](mailto:WildlifeNews@ncwildlife.org)>  
**Date:** May 16, 2020 at 6:19:12 PM EDT  
**To:** "<[LAYTON@citcom.net](mailto:LAYTON@citcom.net)>" <[LAYTON@CITCOM.NET](mailto:LAYTON@CITCOM.NET)>  
**Subject:** NC Wildlife Update-May 2020  
**Reply-To:** [WildlifeNews@ncwildlife.org](mailto:WildlifeNews@ncwildlife.org)



**A Message from Wildlife Commission Executive Director Gordon**

**Myers**

**From the peaks, valleys, and cool mountain streams of the Appalachians to the shores and waters of our magnificent coast, and all of the wonders of nature in between, we are blessed to live in a state filled with a rich diversity of fish, wildlife, and opportunities to enjoy the outdoors.**

**The N.C. Wildlife Resources Commission has joined the conservation community in promoting the #ResponsibleRecreation campaign as an important reminder to encourage people to enjoy the outdoors safely and responsibly during the COVID-19 pandemic. In a time when the outdoors and its health benefits are, for many of us, more important than ever, it is critical to practice responsible recreation. This campaign is a great reminder of how we can all help to keep our public lands open for the public to enjoy during this stressful time.**

**We hope you will take advantage of the varied and numerous opportunities to recreate on public lands and waters and we thank each of you for all you have been doing to help us keep these opportunities open.**

***Gordon Myers  
Executive Director  
N.C. Wildlife Resources Commission***

#### **COVID-19 Related Closures, Cancellations and Postponements**

**Due to the COVID-19 virus, the sales office at the Wildlife Commission's headquarters in Raleigh is closed. You are strongly encouraged to purchase your fishing, trapping and hunting licenses and to register your vessel online. Please note the Commission's License, Vessel Registration, and Wildlife Helpline Call Centers are open from 8:00 a.m. – 2:00 p.m., Monday-Friday.**

**For the most up-to-date information regarding agency closures, cancellations and postponements, visit the Wildlife Commission's COVID-19 webpage.**

**Delayed Harvest Trout Waters Open to Harvest June 6, 2020**

**The Wildlife Commission will open 34 trout streams and two lakes classified as Delayed Harvest to trout harvest on June 6 until Sept. 30. From 6 a.m. to 11:59 a.m. on opening day, Delayed Harvest waters are open only to anglers 17 years old and younger. Waters open to all anglers at noon. During this time, anglers can keep up to seven trout per day with no bait restrictions or minimum size limits. Due to the fluid situation caused by COVID-19, some Public Mountain Trout Waters have not received normal stockings this spring. The full stocking schedule for the season has been temporarily removed from the Commission's website; however, the agency is posting weekly stocking updates so that anglers may find locations of stocked waters by week. As a reminder, due to COVID-19 all anglers should practice social distancing and maintain a distance of 6 feet between themselves and others, and refrain from gatherings with more than 10 people. Read more**



*Tom Koerner-U.S. Fish & Wildlife Service*

### **Wildlife Commission Sets 2020-21 Migratory Game Bird Seasons**

**The Wildlife Commission set season dates, bag limits and applicable regulations for the 2020-21 waterfowl, webless migratory game bird (including doves), and extended waterfowl seasons. Read the selected seasons, as well as some notable changes.**

### **Headed to the Beach? Buy Online Before Casting a Line**

**The Wildlife Commission is reminding beach-bound anglers, particularly those headed to the coast for Memorial Day**

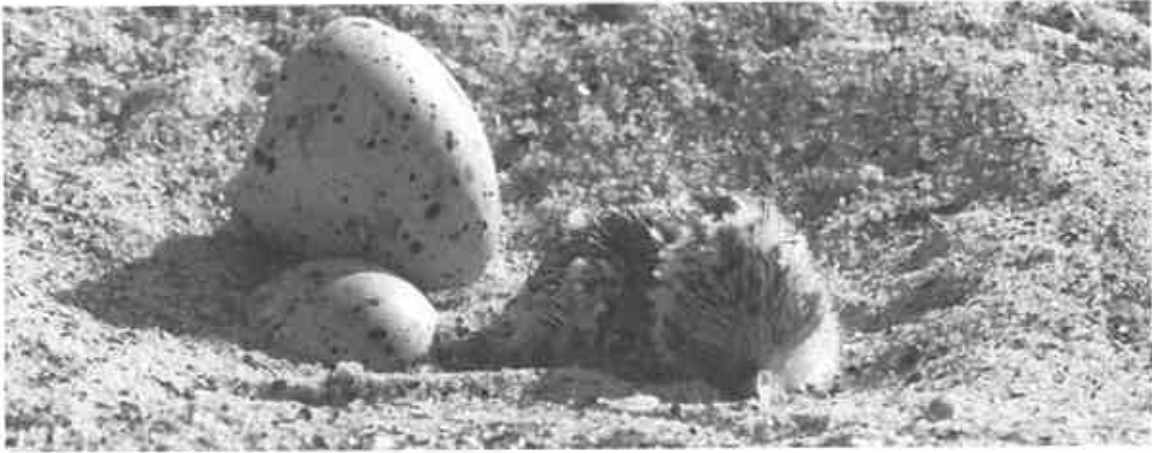
**weekend, to purchase their saltwater fishing license before they leave home. A Coastal Recreational Fishing License is required for anyone 16 years and older to fish recreationally in the state's coastal fishing waters, which include sounds, coastal rivers and their tributaries out to 3 miles into the ocean. Purchase a fishing license.**



*Falyn Owens*

### **Young Wildlife Abound: Look But Don't Touch**

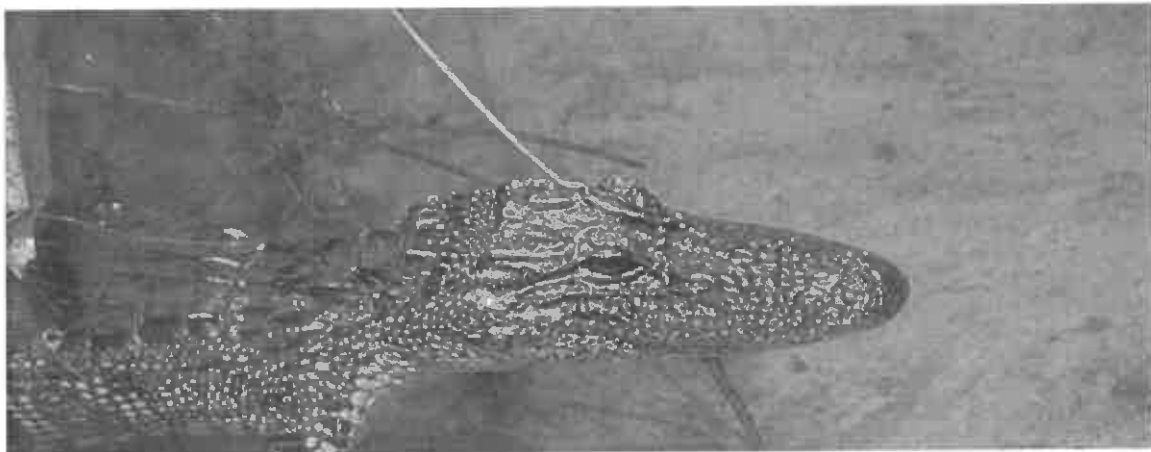
**With spring comes a profusion of newborn and young wildlife, from fawns and fox kits, to newborn rabbits and nestling songbirds. If you see a young animal, the best thing you can do is to "look, but don't touch," unless absolutely necessary. In almost all instances young wildlife should be left alone because the mother is usually nearby and will return when she feels it is safe to do so. Deer and rabbits in particular use a "hider" strategy to keep their fawns and kits safe. Get tips on what to do if you find a fawn, baby rabbits or young songbirds.**



*Annika Anderssen*

### **Watch for Nesting Shorebirds This Summer**

**Beach-bound visitors are advised to "Share the Shore" with waterbirds this summer by giving them and their nesting areas a wide berth. Eggs and chicks are well camouflaged to protect them from predators, so they can easily be stepped on and crushed. Beach-goers should avoid walking or driving in areas where birds nest and raise chicks, such as the upper portion of the beach around inlets and remote and/or undeveloped beaches. Learn more on what you can do to help nesting shorebirds.**



*Jeff Hall*

### **Don't Feed the Alligator and Other Tips to Co-Exist with Alligators**

**If you see an alligator in the wild, look but don't feed — and don't touch, harass or poach the animal either. The Wildlife Commission reminds the public that alligators can become a nuisance when people either intentionally or unintentionally feed them, which causes them to associate humans with an easy meal. Learn more about alligators and ways to avoid conflict.**



Thomas Harvey

## **Don't Be A Statistic; Wear A Life Jacket While on the Water this Summer**

**National Safe Boating Week, which runs from May 16-22 this year, promotes safe boating practices as boating season begins in full force. Wildlife Law Enforcement Officers urge all North Carolinians to wear life jackets while on the water this summer. Wearing a life jacket is the most important thing a person can do to prevent drowning while boating. In 2018, 35 people lost their lives due to boating accidents and 29 of them were not wearing a life vest. Don't be a statistic in 2020. Wear your life jacket.**



Melissa McGaw

**Interested in Becoming a Wildlife Enforcement Officer?  
Apply Starting May 18**



**If you are interested in a career conserving and protecting the state's wildlife resources and their habitats, applications for the 57th N.C. Wildlife Resources Commission's Basic Academy will open on May 18, 2020. The Basic Academy is scheduled to begin in January 2021. Visit the agency's Become A Wildlife Enforcement Officer page to read a general job description and learn more about applicant requirements, required physical capabilities and the application process.**



*Melissa McGow*

### **National Law Enforcement Week: Honoring Our Wildlife Enforcement Officers**

**In honor of National Police Week, which runs from Sunday, May 10 through Saturday, May 16 this year, the Wildlife Commission would like to honor and thank its 200+ Wildlife Law Enforcement Officers who are in the field day in and day out, enforcing the laws that protect the public and the state's wildlife resources. Each year, throughout the United States, this is also the week to honor fallen law enforcement officers. Since 1930, 11 officers have given their lives in service to the Wildlife Commission and to the conservation of North Carolina's valuable wildlife resources. We recognize the officers we have lost and extend our deepest condolences to their loved ones.**



*Depash Photos*

## **Wake Responsibly: You Are Responsible for Your Own Wake**

**While wakeboarding on the water this summer, the Wildlife Commission urges you to follow the guidelines below to "wake responsibly:"**

- **Stay at least 200 feet away from the shoreline, docks or other structures**
- **Keep music at reasonable levels. Sound travels well over water. If it is loud enough to hear at 80 feet back, it is likely loud enough for homeowners and others to hear as well.**
- **Minimize repetitive passes on any one portion of the shoreline. Once you've run the same line for awhile, move on to another area.**

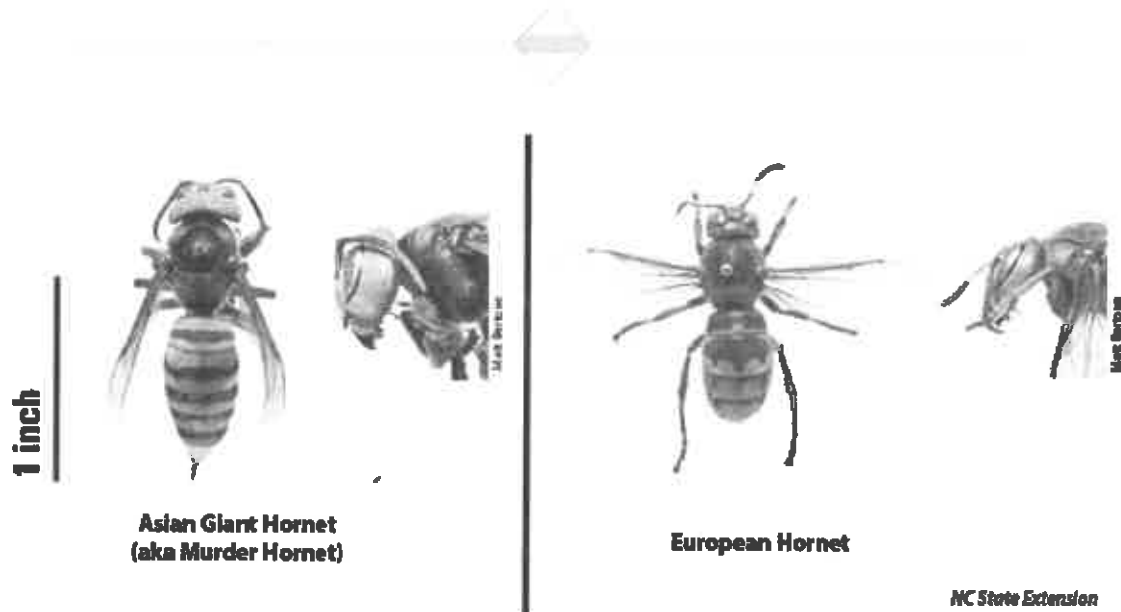
**[Learn more](#)**



*Dr. Matthew Godfrey*

## **Sea Turtle Nesting Begins Along the Coastline**

The 2020 sea turtle nesting season in North Carolina began in early May when a female loggerhead sea turtle laid her eggs on the beach at Fort Fisher State Recreation Area, in New Hanover County. Nesting will continue on North Carolina's sandy ocean beaches through August, and hatchling turtles will emerge from the nests between July and November. In 2019, 2,358 sea turtle nests were laid in NC, which is the most ever recorded. Wildlife Commission biologists don't expect another record year because individual female sea turtles rarely nest in consecutive years. Volunteers and cooperators participating in the NC Sea Turtle Nest Monitoring and Protection Project will continue to conduct daily surveys, protect incubating eggs, and submit data about hatchling production. However, due to the global pandemic, they have adapted their work and procedures to minimize spread of coronavirus and the agency asks that the public maintain adequate social distancing if they see them working on the beach.



### No Evidence of Asian Giant Hornets in North Carolina

Asian giant hornets (aka "murder hornets") have recently been spotted in Washington state; however, biologists with the Wildlife Commission and state entomologists say there is no evidence that these exotic insects are in North Carolina, or in anywhere else in the country other than the small area in Washington state. North Carolina is home to several large species of hornets that can be mistaken for Asian giant hornets, especially the European hornet, which is well established across the state. If you have any questions about an insect sighting in North Carolina, contact the NC State University Plant Disease and Insect Clinic, the leading authority on insect identification in the state.

## **Lake Norman Anglers Who Catch a Blue-Tagged Hybrid Striped Bass Should Release the Fish**

**Wildlife Commission biologists are asking anglers fishing on Lake Norman to release any blue-tagged hybrid striped bass they catch. Tagged fish are easily identifiable with the blue tag in the dorsal area (the top of the fish near the spines) and a thin antenna protruding from the side of the body. They are part of a study of hybrid striped bass, also known as Bodle bass, that agency biologists recently began to track the fish's movements throughout the reservoir, particularly in the late summer months when water temperatures are high and dissolved oxygen levels in certain areas of the reservoir are low. [MORE](#)**



**Manage Your Subscription**

This message was sent to [LAYTON@CITCOM.NET](mailto:LAYTON@CITCOM.NET) from [WildlifeNews@ncwildlife.org](mailto:WildlifeNews@ncwildlife.org)

North Carolina Wildlife Resources Commission | 1701 Mail Service Center | Raleigh, NC 27699-1701

**IMPORTANT NOTE:**

To be sure you receive the Wildlife Update in your Inbox, please add [WildlifeNews@ncwildlife.org](mailto:WildlifeNews@ncwildlife.org) to your e-mail address book or safe senders list.

For more information, go to <http://www.ncwildlife.org>.



Clark Lovelace <clark@brevardncchamber.org>

---

## Re: Digital Advertising coming back online

---

Clark Lovelace <clark@brevardncchamber.org>

Tue, May 19, 2020 at 6:12 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

Good topic for tomorrow's call. Also food for thought - should we rename our COVID-19 page and/or the name of the link on our homepage?

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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On Tue, May 19, 2020 at 1:12 PM Nathan Jordan <njordan@mktconnections.com> wrote:

They could go live as early as next week if we like. Thanks Pren.

**Nathan Jordan**

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-6806

On Tue, May 19, 2020 at 1:06 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Hi Nathan,

From my perspective only, I see accommodations wanting guests and just waiting for more reservations. Retailers are operating with caution but are happy to be open. Restaurants are trying to figure out how to be open while still adhering to regulations and guidelines. Of course, we are waiting to see if we enter phase 2 on Friday. When would ads like these go online? What would a video look like?

Thanks,

Pren

***Prentiss Brewer***

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Tue, May 19, 2020 at 11:35 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi everyone, we have our digital "paid search" campaign back online and we're keying up to re-release youtube ads as well. Obviously given the new climate we need to be mindful of the message we're putting out there along with budget and time limitations. I'd like to take a quick moment to ping everyone for an update of how things are looking on the ground in Brevard. I saw the update from Gorges, thanks for sharing Clark. Is there any additional feedback you guys are seeing?

We have two ads messages that have already been developed which we could potentially port over to video with existing clips and titling. I have attached those. Let's discuss, perhaps on our catch up call this week or whenever it's convenient for the three of you.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

## Re: Timeline for Messaging

Clark Lovelace <clark@brevardncchamber.org>

Thu, May 21, 2020 at 11:30 AM

To: Mary Jo Gordon <maryjo@brevardncchamber.org>

Cc: Nathan Jordan <njordan@mktconnections.com>, Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

This looks good. The June 17 date isn't really a target, just a rough estimation. As we get closer, we'll finalize timing.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)

TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 21, 2020 at 11:23 AM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

Phase 2 will tentatively end on June 26, I'd rather plan to shift the message focus to all channels at the beginning of Phase 3. Thoughts?

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 21, 2020 at 11:10 AM Nathan Jordan <njordan@mktconnections.com> wrote:

As discussed on our call yesterday here is a timeline of our messaging tone and how it will shift to accommodate the phases of reopening.

### **CURRENTLY**

Message Focus: Explore Responsibly - do not overtly encourage visitation, rather if someone chooses to, please do so responsibly.

**STARTING MAY 27 - Launch with distribution of "The Adventurist" and shift in language on social media, digital ads to follow shortly thereafter**

Message Focus: Come when you are ready, but explore responsibly - soft encouragement of visitation and please visit responsibly.

**STARTING JUNE 17 (tentative date) - All channels**

Message Focus: Welcome back and explore responsibly - overt encouragement of visitation with acknowledgement of the new normal.

**Nathan Jordan**

Creative Director



Clark Lovelace <clark@brevardncchamber.org>

## Re: Digital Advertising coming back online

Nathan Jordan <njordan@mktconnections.com>

Tue, May 19, 2020 at 1:11 PM

To: Prentiss Brewer <prentiss@brevardncchamber.org>

Cc: Clark Lovelace <clark@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

They could go live as early as next week if we like. Thanks Pren.

Nathan Jordan

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

On Tue, May 19, 2020 at 1:06 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:

Hi Nathan,

From my perspective only, I see accommodations wanting guests and just waiting for more reservations. Retailers are operating with caution but are happy to be open. Restaurants are trying to figure out how to be open while still adhering to regulations and guidelines. Of course, we are waiting to see if we enter phase 2 on Friday. When would ads like these go online? What would a video look like?

Thanks,

Pren

*Prentiss Brewer*

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Tue, May 19, 2020 at 11:35 AM Nathan Jordan <njordan@mktconnections.com> wrote:

Hi everyone, we have our digital "paid search" campaign back online and we're keying up to re-release youtube ads as well. Obviously given the new climate we need to be mindful of the message we're putting out there along with budget and time limitations. I'd like to take a quick moment to ping everyone for an update of how things are looking on the ground in Brevard. I saw the update from Gorges, thanks for sharing Clark. Is there any additional feedback you guys are seeing?

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Nathan Jordan

Creative Director

MARKET CONNECTIONS





Clark Lovelace <clark@brevardncchamber.org>

## Re: Timeline for Messaging

Nathan Jordan <njordan@mktconnections.com>  
To: Clark Lovelace <clark@brevardncchamber.org>  
Cc: Mary Jo Gordon <maryjo@brevardncchamber.org>, Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

Thu, May 21, 2020 at 11:32 AM

Thanks all. Working on a script/concept outline for a new Youtube ad to share soon. Thanks!

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5808

On Thu, May 21, 2020 at 11:31 AM Clark Lovelace <clark@brevardncchamber.org> wrote:  
This looks good. The June 17 date isn't really a target, just a rough estimation. As we get closer, we'll finalize timing.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
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On Thu, May 21, 2020 at 11:23 AM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:  
Phase 2 will tentatively end on June 26, I'd rather plan to shift the message focus to all channels at the beginning of Phase 3. Thoughts?

**Mary Jo Gordon**  
Marketing & Communication Specialist  
Transylvania County Tourism  
828-883-3700, [explorebrevard.com](http://explorebrevard.com)



On Thu, May 21, 2020 at 11:10 AM Nathan Jordan <njordan@mktconnections.com> wrote:  
As discussed on our call yesterday here is a timeline of our messaging tone and how it will shift to accommodate the phases of reopening.

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**Message Focus:** Welcome back and explore responsibly - overt encouragement of visitation with acknowledgement of the new normal.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806



Clark Lovelace <clark@brevardncchamber.org>

**Re:**

Clark Lovelace <clark@brevardncchamber.org>

Thu, May 28, 2020 at 6:02 PM

To: Nathan Jordan <njordan@mktconnections.com>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

Sounds like we have a winner. MJ please update the page. Off-hand, I'd put this as a top priority, and a draft needed by noon. If there's something else you have higher, please let me know.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

175 East Main St., Brevard NC, 28712

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On Thu, May 28, 2020 at 5:20 PM Nathan Jordan <njordan@mktconnections.com> wrote:

Sorry for the delayed response - I've been deep in Adventurist land all afternoon. I think the following would be best:

"For up-to-date travel information please click here."

And as far as sizing goes we may be able to make the section just a bit smaller, 10 pixels perhaps. I would be open to that for certain.

**Nathan Jordan**

Creative Director

MARKET CONNECTIONS

o 828-398-5251 | c 828-458-5806

On Thu, May 28, 2020 at 5:00 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

Correct, I should have put Pisgah in that example. In general, I mean all of the pages for the public lands.

Regarding reviews, there's just too much back and forth and too much conversation. MJ should take the lead and updating the page shouldn't take that long. Maybe it's MJ just huddling up with Sally privately (and/or you) before updating the page. There ends up being a lot of emails involving a lot of our small staff of five over multiple days. We need to get more efficient. I'll send you recent examples of conversation by the whole office on TCT items that matches that above description.

Regarding the page name, Nathan, please weigh in. Pren/MJ gave differing opinions so yours will help.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

Transylvania County Tourism Development Authority

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On Thu, May 28, 2020 at 4:05 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
Clark,

I think you meant Pisgah in your first bullet point - there is no updated info on their site as of now.

I think the COVID-19 message is good where it is but could be called something different. I like "For up-to-date local travel information click here."

Since Sally is the one giving out information over the telephone, she has had many good suggestions for what needs to be on that page. She is directing people there. I think we need to keep her in the loop for content. Willow was just cc'd so she would know about the openings. Not sure about other times you're referring to.

Thanks,

Pren

## *Prentiss Brewer*

Operations & Outreach Coordinator

Transylvania County Tourism

175 East Main Street

Brevard, NC 28712

828-884-8900

[www.explorebrevard.com](http://www.explorebrevard.com)



On Thu, May 28, 2020 at 3:41 PM Clark Lovelace <clark@brevardncchamber.org> wrote:  
A few thoughts:

- Our COVID-19 webpage serves as the standing message to visitors regarding current travel and COVID-19 guidance. It should have up-to-date information. At the same time, it's not really where we put "breaking news". So, regarding our public lands, for each one it should have the 1-2 sentence update that explains to the reader what the scoop is on that location, along with a link to the best updates from the location. MJ - take the lead on writing what you think that best 1-2 sentence update is, assessing all available information including what Dupont has on their page, and then share it with me, Pren, Nathan. It may have the sliding rock info you're asking about or it may not. It should start with you taking the lead and putting the best update possible.
- Actually, the entire page needs an update, which should occur each week. In this case, the general feel of the message on that page needs to change to meet our shift in messaging to visitors. This page is more factual and less romantic than the adventurer, but it should match the slight shift from "proceed with caution" to "we're glad you're coming, here's what we can share to help your visit". So, MJ please update the page. I envision it having a little less "here's the message from the governor" and more of "here's our message about visiting right now".
- We should consider a change to the name of the home page link. A quick review shows the following: Buncombe (link to travel guidance), Jackson (link to COVID-19 info), Hendo (link buried halfway down page....to COVID-19 info), Haywood (link to travel guidance). Perhaps "For the latest travel advisories

click here" or "For up-to-date local travel information click here." Or, maybe we make it smaller? Thoughts?

- I've noticed on a few of these that Willow and Sally are being copied on conversations about TCT messaging. There's enough voices with the four of us. I get why this one ended there, but I've noticed it before and meant to mention it. Sally can be great with proofing and anyone is welcome to reach out themselves if they want input from her or Willow, but a larger conversation with six folks is too much. Plus it's the whole office. We need key people running point and taking care of it, then sharing with a couple of folks before going final. For TCT, that's MJ then sharing with Pren/Clark/Nathan. For Chamber, that's Willow, usually just sharing with Clark for content.

Let me know if any questions.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
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----- Forwarded message -----

From: **Nathan Jordan** <[njordan@mktconnections.com](mailto:njordan@mktconnections.com)>

Date: Thu, May 28, 2020 at 2:47 PM

Subject: Re:

To: Mary Jo Gordon <[maryjo@brevardncchamber.org](mailto:maryjo@brevardncchamber.org)>

Cc: Clark Lovelace <[clark@brevardncchamber.org](mailto:clark@brevardncchamber.org)>, Mary Jo Gordon <[mj@explorebrevard.com](mailto:mj@explorebrevard.com)>, Prentiss Brewer <[prentiss@brevardncchamber.org](mailto:prentiss@brevardncchamber.org)>, Sally Burnett <[sally@brevardncchamber.org](mailto:sally@brevardncchamber.org)>, Willow Walker <[willow@brevardncchamber.org](mailto:willow@brevardncchamber.org)>

I think a message like this is appropriate for social media story features similar to the way we have handled duPont trail closures in the past, but updating the COVID page with info like this is a bit of a slippery slope. I would recommend keeping info on that page focused on more of an overview, high level scope with outbound links for more information (similar to what you have already set up).

**Nathan Jordan**

Creative Director

MARKET CONNECTIONS

o 828-398-6251 | c 828-458-5808

On Thu, May 28, 2020 at 2:39 PM Mary Jo Gordon <[maryjo@brevardncchamber.org](mailto:maryjo@brevardncchamber.org)> wrote:

I just changed the link to DuPont, that was an oversight on my part.

Are you all wanting to specifically add that info about Davidson River and Sliding Rock?

On Thu, May 28, 2020 at 1:09 PM Clark Lovelace <[clark@brevardncchamber.org](mailto:clark@brevardncchamber.org)> wrote:

Thanks both for the updates. Keep them coming when you hear.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
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On Thu, May 28, 2020 at 1:42 PM Sally Burnett <sally@brevardncchamber.org> wrote:  
Wow! Thanks for letting me know. When will the COVID-19 page on the explorebrevard.com website get updated?

Also, I just spoke with Jason at DuPont. The best link for information about the status for DuPont is <https://www.dupontstaterecreationalforest.com/> He asks that we not use the Friends of DuPont site, which is what we currently are linking to.

Thanks!

**Sally Burnett**  
Visitor Center Coordinator  
Brevard/Transylvania Chamber of Commerce  
175 E Main Street  
Brevard, NC 28712  
sally@brevardncchamber.org  
828-883-3700

On Thu, May 28, 2020 at 1:09 PM Prentiss Brewer <prentiss@brevardncchamber.org> wrote:  
Just saw that Davidson River Campground and Sliding Rock are opening on Monday...

[https://www.transylvaniatimes.com/story/2020/05/28/outdoors/davidson-river-campground-sliding-rock-to-open-monday-brevard-nc/45102.html?fbclid=IwAR3CFO6BFJ-ovKbHicZrbZE9IVK\\_FkGfnNwAruQ2EbQodng6eiQLzHdMf-w](https://www.transylvaniatimes.com/story/2020/05/28/outdoors/davidson-river-campground-sliding-rock-to-open-monday-brevard-nc/45102.html?fbclid=IwAR3CFO6BFJ-ovKbHicZrbZE9IVK_FkGfnNwAruQ2EbQodng6eiQLzHdMf-w)

Pren

***Prentiss Brewer***

Operations & Outreach Coordinator  
Transylvania County Tourism  
175 East Main Street  
Brevard, NC 28712  
828-884-8900  
[www.explorebrevard.com](http://www.explorebrevard.com)



--  
**Mary Jo Gordon**  
Marketing & Communication Specialist  
**Transylvania County Tourism**  
828-883-3700, [explorebrevard.com](http://explorebrevard.com)





Clark Lovelace <clark@brevardncchamber.org>

---

## Fwd: Social Media & the Current Climate

Clark Lovelace <clark@brevardncchamber.org>  
To: Karen Tessier <ktessier@mktconnections.com>

Wed, Jun 3, 2020 at 4:05 PM

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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----- Forwarded message -----

From: **Clark Lovelace** <clark@brevardncchamber.org>  
Date: Tue, Jun 2, 2020 at 2:22 PM  
Subject: Re: Social Media & the Current Climate  
To: Mary Jo Gordon <maryjo@brevardncchamber.org>  
Cc: Nathan Jordan <njordan@mktconnections.com>, Prentiss Brewer <prentiss@brevardncchamber.org>

We can touch on during tomorrow's call. Off-hand I would say that our focus should be on being sensitive to what's going on and being sure that our messaging doesn't inadvertently come across as insensitive. Regarding specific messaging about the situation, our organization has never taken a position or provided comment on anything that isn't clearly and directly related to tourism in Transylvania County. As a tax-funded organization with a specific mission, I tend to agree and believe our job is to be better about promoting diverse visitation by speaking to all audiences even if we have to work harder to do it. We can discuss tomorrow.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
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On Tue, Jun 2, 2020 at 2:14 PM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

After just watching Gov Cooper address the uprisings on social injustice over the past several days, it feels a little more pertinent to bring this up and our messaging specifically around social media. I want to have a conversation with you all on your thoughts about whether @explorebrevard should take space to address the movement. I wanted to bring this up ahead of our huddle up tomorrow, in case you all prefer to talk about it there. I have a few ideas and thoughts, let me know if this is something you all would be interested in discussing.

**Mary Jo Gordon**  
Marketing & Communication Specialist  
**Transylvania County Tourism**  
828-883-3700, [explorebrevard.com](http://explorebrevard.com)







Clark Lovelace <clark@brevardncchamber.org>

---

## Fwd: VisitNC DMO Mountain Forum

Clark Lovelace <clark@brevardncchamber.org>

Tue, Jun 23, 2020 at 9:49 PM

To: Sally Burnett <sally@brevardncchamber.org>, Willow Walker <willow@brevardncchamber.org>

Cc: Prentiss Brewer <prentiss@brevardncchamber.org>, Mary Jo Gordon <mj@explorebrevard.com>

Sally/Willow - note the first bullet point under "tools" regarding PPE in case it's helpful.

**Clark E. Lovelace**

Executive Director

Brevard/Transylvania Chamber of Commerce

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---

----- Forwarded message -----

From: Mary Jo Gordon <maryjo@brevardncchamber.org>

Date: Tue, Jun 23, 2020 at 6:50 PM

Subject: VisitNC DMO Mountain Forum

To: Clark Lovelace <clark@brevardncchamber.org>, Prentiss Brewer <prentiss@brevardncchamber.org>

### Traveler Sentiment

- Willingness to travel and openness to travel information are increasing, but Wit noted a shift in overall sentiment on the virus. Data now suggests that people believe things will get worse before they get better. So far, that's not affecting the above willingness and openness, but it might change.
- 1 in 5 people are willing to travel (drive) up to 2 hours to a destination.

### Legislation & Government

- Vince is hoping that relief money comes shortly for NC, we should know soon.
- Wit heard speculation on the Phases, likelihood of going into Phase 3 is very low. He's hoping for a Phase 2.5, but he hasn't heard a word.

### VisitNC Marketing

- Wit touched on Partner Program Co-op marketing, hoping that legislation regarding another 15 million to the state goes through.

### Re-imagining Events

- Karen Baker and Melinda Pepple talked about events that had been moved to different locations to allow for better social distancing. The Garden Jubilee was a success, offered as an example for how tweaks to physical locations can be a solution.

### COVID Fears

- Almost all chimed in and gave examples on how businesses in their communities were struggling to operate with patrons that just don't care about COVID etiquette. Nick Breedlove, Melinda Massery, Ed Phillips, and Maria all

spoke about examples of breweries/businesses that were struggling or temporarily closing from being overwhelmed.

- A good point was made that the people traveling right now aren't necessarily the socially responsible visitors that all tourism entities are speaking to. Ed noted that the businesses that are doing a fantastic job at adhering to requirements are tired of policing patrons who don't care. The chaos, caused by overcrowding/people not wearing masks, also reflects poorly on the business, no matter how much they are enforcing the procedures. Businesses are choosing between "closing permanently or hanging on indefinitely."
- Wit responded by saying that the coast is experiencing the exact same issues with capacity and behavior. The only thing we can do is push marketing.
- Marla asked about an NC and SC alliance, but Wit chuckled and said that SC bragged about being one of the first states to open back up. He doesn't foresee SC being interested in a partnership like that. Melinda Massery added that there are fears concerning the travel between SC and NC, since there are hardly any restrictions in SC.

## Tools

- Nick mentioned the [www.chamberppe.com](http://www.chamberppe.com) website as a great resource for sourcing PPE for Visitor Centers. He also mentioned a toolkit launched by US Travel for social media. I'm looking into that.
- Wit ended by saying that if we want to move forward, we have to all be united and do it the right way.

Hope this is helpful, happy end of Tuesday!

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, [explorebrevard.com](http://explorebrevard.com)





On Wed, Jun 24, 2020 at 11:54 AM Nathan Jordan <njordan@mktconnections.com> wrote:

I'm wondering about the restaurant listings. Aren't most places now open? I'm thinking we could link to our main eat and drink page just like you did with accommodations. Also, we'll need to replace the existing page to clean up the URL - right now it's /get-out-guide-2 and it just needs to be simplified. Once this is final and we're ready to launch:

- 1 - delete the old page
- 2 - rename the new page
- 3 - publish the page

Follow that order exactly to avoid errors.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806

On Tue, Jun 23, 2020 at 6:22 PM Mary Jo Gordon <maryjo@brevardncchamber.org> wrote:

OK all, the GOG page is ready with Clark's suggested edits. Take another look and let me know your thoughts.  
Thanks!

**Mary Jo Gordon**

Marketing & Communication Specialist

**Transylvania County Tourism**

828-883-3700, explorebrevard.com





Clark Lovelace <clark@brevardncchamber.org>

## Re: As digital advertising comes back online...

Clark Lovelace <clark@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Mon, Jun 29, 2020 at 3:23 PM

That should be fine. Would just our website come up or a digital ad?

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
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On Mon, Jun 29, 2020 at 3:22 PM Nathan Jordan <njordan@mktconnections.com> wrote:

To be clear, I'm 100% in favor given the fact that accommodations are now open and in need of bookings. Karen advised we get approval before proceeding. I can pull a keywords list but it would be something like:  
WNC mountain vacation, Vacation rentals NC mountains, Mountain escape near waterfalls, Hotels near Asheville, etc.

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806

On Mon, Jun 29, 2020 at 2:53 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

Unless I'm missing something, I think it's fine now. Can you give me an example of the messaging and the ad words?

**Clark E. Lovelace**  
Executive Director  
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On Mon, Jun 29, 2020 at 2:41 PM Nathan Jordan <njordan@mktconnections.com> wrote:

I wanted to reach out to gauge your comfort level with promotion of lodging in particular. I know timing and being thoughtful about local sentiment is very important during this time. We pulled our lodging messaging from google ad words when the pandemic hit and I wanted to see if you feel if it's time to resume now that things have reopened. Perhaps seeing what DD and Layton think about this particular issue.

**Nathan Jordan**

**Creative Director**

**MARKET CONNECTIONS**

**o 828-398-5251 | c 828-458-5806**



Clark Lovelace <clark@brevardncchamber.org>

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## Re: As digital advertising comes back online...

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To: Nathan Jordan <njordan@mktconnections.com>

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Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
TCTDA: 828-884-8900 / 800-648-4523, [explorebrevard.com](http://explorebrevard.com)



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On Mon, Jun 29, 2020 at 3:22 PM Nathan Jordan <njordan@mktconnections.com> wrote:

To be clear, I'm 100% in favor given the fact that accommodations are now open and in need of bookings. Karen advised we get approval before proceeding. I can pull a keywords list but it would be something like:  
WNC mountain vacation, Vacation rentals NC mountains, Mountain escape near waterfalls, Hotels near Asheville, etc.

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5806

On Mon, Jun 29, 2020 at 2:53 PM Clark Lovelace <clark@brevardncchamber.org> wrote:

Unless I'm missing something, I think it's fine now. Can you give me an example of the messaging and the ad words?

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
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On Mon, Jun 29, 2020 at 2:41 PM Nathan Jordan <njordan@mktconnections.com> wrote:

I wanted to reach out to gauge your comfort level with promotion of lodging in particular. I know timing and being thoughtful about local sentiment is very important during this time. We pulled our lodging messaging from google ad words when the pandemic hit and I wanted to see if you feel if it's time to resume now that things have reopened. Perhaps seeing what DD and Layton think about this particular issue.



Nathan Jordan

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5808



Clark Lovelace <clark@brevardncchamber.org>

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## Re: New Campaign Development

Clark Lovelace <clark@brevardncchamber.org>  
To: Nathan Jordan <njordan@mktconnections.com>

Tue, Jun 30, 2020 at 11:36 AM

Ok. Let's plan on it.

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
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On Tue, Jun 30, 2020 at 11:32 AM Nathan Jordan <njordan@mktconnections.com> wrote:  
Yes, that works for me, thanks!

**Nathan Jordan**

Creative Director  
MARKET CONNECTIONS  
o 828-398-5251 | c 828-458-5808

On Tue, Jun 30, 2020 at 11:11 AM Clark Lovelace <clark@brevardncchamber.org> wrote:  
Can you talk Thursday at 10:30am?

**Clark E. Lovelace**  
Executive Director  
Brevard/Transylvania Chamber of Commerce  
Transylvania County Tourism Development Authority  
175 East Main St., Brevard NC, 28712  
Chamber: 828-883-3700, [brevardncchamber.org](http://brevardncchamber.org)  
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On Mon, Jun 29, 2020 at 10:19 PM Nathan Jordan <njordan@mktconnections.com> wrote:

I'll preface this email by saying this may be a subject we want to tackle in a separate meeting aside from the Wednesday catch up which is why I'm reaching out. We're in the process of developing a new advertising campaign that utilizes existing photo and video content as well as some minimal new photo/video production to fulfil our upcoming suite of digital and social media campaigns. After much internal discussion about this topic it was decided I should come to you with a couple scenarios for review.



When the calendar year began we anticipated the timeline for "Heart of Adventure" to extend well beyond the new fiscal year, however due to the pandemic the need to shift messaging has changed. And unfortunately during the development of the marketing plan we focused solely on what we felt would be needed to execute each deliverable described while overlooking the fact that time would need to be spent developing the new core concept around which these creative assets would be built. Think a new version of "Heart of Adventure" or "Drink It In". While these development sessions aren't incredibly time intensive, they are absolutely critical as you know. My estimate to complete this task is around 20 hours.

**At this point we see two paths forward.**

A. We utilize funds/hours already allocated in the photo/video line of the budget to execute this development and sacrifice time that could be spent shooting.

OR

B. We provide an estimate for 20 hours to develop this new campaign and pull those funds from elsewhere in the budget like contingency.

Please review and let me know your thoughts. Thank you.

**Nathan Jordan**

Creative Director

**MARKET CONNECTIONS**

o 828-398-5251 | c 828-458-5806