



Clark Lovelace <clark@brevardncchamber.org>

Fwd: TCT Board Meeting Packet

1 message

Clark Lovelace <clark@brevardncchamber.org>

Tue, Jan 26, 2021 at 5:47 PM

To: Ali Lien <ali@mountainroots.org>, David Guice <david.guice@transylvaniacounty.org>, Dee Dee Perkins <d2perkins@gmail.com>, Grant Bullard <grant@gwynnvalley.com>, Jessica Whitmire <jessica@headwatersoutfitters.com>, Layton Parker <layton@comporium.net>, Libby <libbyfreeman1@gmail.com>, Mac Morrow <morrow@keirmfg.com>, Tracie Trusler <tracie.trusler@gmail.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Nathan Jordan <NJordan@mktconnections.com>, Karen Tessier <ktessier@mktconnections.com>

Forgot to include the monthly marketing report. It's included in the below.

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

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



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

From: Clark Lovelace <clark@brevardncchamber.org>

Date: Tue, Jan 26, 2021 at 2:00 PM

Subject: TCT Board Meeting Packet

To: Ali Lien <ali@mountainroots.org>, David Guice <david.guice@transylvaniacounty.org>, Dee Dee Perkins <d2perkins@gmail.com>, Grant Bullard <grant@gwynnvalley.com>, Jessica Whitmire <jessica@headwatersoutfitters.com>, Layton Parker <layton@comporium.net>, Libby <libbyfreeman1@gmail.com>, Mac Morrow <morrow@keirmfg.com>, Tracie Trusler <tracie.trusler@gmail.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Nathan Jordan <NJordan@mktconnections.com>, Karen Tessier <ktessier@mktconnections.com>

TCT Board of Directors,

Attached and below is key information in preparation for our virtual board meeting Thursday morning at 8am. Specifically, attached is the normal info - an agenda, minutes from our last meeting, and monthly financial information. I have also included a document listing our committees along with their roles, meeting times, and other key information. As mentioned, we'll be finalizing committee roles at the meeting, with each board member needing to serve on at least one committee. Please review everything in advance to allow for an efficient meeting.

There is a new board member orientation at 9am tomorrow. Among other things, I will be walking through our financials covering key information to provide clarity. If any continuing board members would like to participate, just let me know.

To be as efficient as possible at our board meetings, I will include certain updates here rather than go into detail at the meeting. I'll reference this update and ask if there are any questions. That update is below:

Office Report and Tourism Updates

Transylvania Tomorrow - A press release was sent last week to the TTimes with an update on the program to date and a call out to all donors and applicants prior to the final deadline of February 1. To date, the fund has supported 102 businesses with \$224,000.

TCT Annual Report - On January 11 I presented our annual report to the commissioners. No unexpected questions or issues were raised.

AirDNA Information - As mentioned, we are now receiving reports from AirDNA with information on short-term rentals in Transylvania County. Corey and I are working with Layton to review the information and will provide a report prior to or at our next meeting.

Planned Downtown Brevard Hotel - The City of Brevard held a public hearing on the purchase of their property behind the courthouse by a hotel developer on January 19. During the public comment portion, I said a few words in general about the unique possibility of an independant hotel in downtown Brevard. Dee Dee spoke as well. Here is a link to a story in the TTimes. I met with the developer a few weeks ago. He has a unique background with his last project being a green build in a state park.

Blind Mule Moving - The Blind Mule is moving from Lake Toxaway to the former Twin Flames space in downtown Brevard (next to Big Mikes).

Project Updates from the City of Brevard - Aaron Bland with the Brevard planning department recently updated me on the Davidson River pedestrian bridge and intersection at the PNF interest. Here are his own words, "I know you are especially interested in the progress of the pedestrian bridge across Davidson River so I wanted to pass along the updated timeline. As you no doubt know, the STIP schedule and budget have been greatly disrupted by COVID. Right-of-way (ROW) acquisition is set to begin 8/18/2023 and the let date is 7/26/2024. These dates are the most recent information available from NCDOT Division 14 but they could very well change (in either direction). Regarding the roundabout at the main Pisgah Forest intersection, it is scheduled to begin ROW 7/16/2021 with a let date of 8/15/2023. That is a top priority project for NCDOT in our area.

Let me know at the meeting if any questions on the above. Zoom info is below. See you Thursday morning.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: Jan 28, 2021 08:30 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/88351067637?pwd=WmFNK2ZWWTczalZVS2tubVVwdlpLQT09>

Meeting ID: 883 5106 7637

Passcode: 679954

One tap mobile

+13017158592,,88351067637#,,,,*679954# US (Washington DC)

+13126266799,,88351067637#,,,,*679954# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 883 5106 7637

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Find your local number: <https://us02web.zoom.us/j/88351067637?pwd=WmFNK2ZWWTczalZVS2tubVVwdlpLQT09>

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6 attachments

 **TCTDA Agenda (1-28-21).pdf**
138K

 **TCTDA Minutes (December, 2020) .pdf**
173K

 **TCTDA Revenues & Expenditures (December, 2020).pdf**
37K

 **Occupancy Revenue (thru November, FY21).pdf**
82K

 **2020 TCT Committees (for 2021 committee discussion).pdf**
147K

 **TCT Marketing Report - January (21).pdf**
86K

**Transylvania County Tourism Development Authority
Board Meeting Agenda
January 28, 2021
8:30 am**

Call to Order – Layton Parker

Presentation of Minutes – Layton Parker

Director's Report – Clark Lovelace

- Financials
- HOB Grant Request
- Office Report and Tourism Updates
- Board of Directors Email Accounts

Chair's Report – Layton Parker

- 2021 Committees
- 2021 Retreat Agenda

Presentation on Parker Concert Hall - Mark Weinstein, Brevard Music Center President

Marketing Update – Market Connections

Destination Infrastructure Funding Request

Old Business

New Business

Public Comment

Meeting Adjourn

TCTDA Mission Statement - 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.

Transylvania County Tourism Development Authority Minutes of 12/3/20 Virtual Board Meeting

Present: Grant Bullard, Aaron Baker, Layton Parker, Mac Morrow, Libby Freeman, Tracie Trusler, Mike Hawkins, Dee Dee Perkins, Tad Fogel, Jonathan Griffin

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Earl Hunter

Call to Order – Layton Parker

The meeting was called to order at 8:31 AM by Layton Parker.

Presentation of Minutes – Layton Parker

The minutes of October 22, 2020 were presented for review by Layton Parker. Dee Dee Perkins made a motion to approve as presented. Grant Bullard seconded. Motion passed.

Office Report – Clark Lovelace

Financials – Financials were sent out in the advance packet. Clark noted it was another record-breaking month with occupancy revenue. Expenses are in line. Dee Dee made a motion to approve the financials as presented. Tad seconded. Motion passed.

Office Report and Tourism Updates – Clark covered the following:

- Transylvania Tomorrow relaunched. TCT donated \$10,000. Over \$50,000 for this winter iteration raised to date. Rolling monthly applications Dec 1, Jan 1, Feb 1.
- TCT Annual Report sent to county commissioners. Clark offered to present.
- Clark sent recommendations for open board seats.
- Chamber has appointed Jessica Whitmire to serve on the TCT board
- Clark has been in conversations with AirDNA, a third-party company that provides detailed data on short-term rentals in a community. He was able to get a quote lower than was previously reported, which was \$6K+. Following a conversation with Layton, we are entering into an annual contract for \$4,200 with funds from our strategic plan expense line. We will receive certain data on our destination going back five years and monthly information on our destination, plus a few “comps” for each month.
- Local Tourism News
 - Deerwoode Camp Property is in the process of being sold. It’s a really neat property with 15-20 units and lots of land with a conservation easement.
 - Under Canvas is considering Transylvania County as a WNC location for Yurt style rentals adjacent to our public lands.

Guest Speaker – Earl Hunter – Black Folks Camp, Too

Earl spoke about the importance of diversity and inclusion in outdoor recreation, not just because it is the right thing to do, but also because it is the financially prudent thing to do. He shared his personal story in the outdoor recreation industry and his movement to his new business, BFCT. He is working on a number of deals that could be really cool and meaningful to have our support and get started locally. He does not have a specific ask at this time, but will be in touch.

Chair Report – Layton Parker

Finance Committee Recommendations

- **Updated Revenue/Expenses** – Layton directed everyone to the October financials Clark provided, which included a column with recommended changes. The committee recommends amending the FY21 budget ordinance for the Authority as follows:
 - Increasing the occupancy revenue to \$1,175,364 to more accurately reflect what we expect based on what we know now regarding the impact of the pandemic on occupancy revenues
 - An additional \$100,000 to Advertising/Marketing
 - An additional \$50,000 to Strategic Plan
 - An additional \$25,000 to Transylvania Always
 - An additional \$2,000 to Promotional Items
 - An additional \$8,000 to Partnership Funding
- **Other Possible Expenditures**
 - The Ecusta Trail was discussed at length, relating to the closing of the current agreement to purchase, required engineering reports, getting support by local leaders, and more. Ultimately, it was decided to set aside \$50,000 of the fund balance as funds specifically.
 - Mark Weinstein with the Brevard Music Center has approached Layton and Clark about TCT financial support of making their new Parker Concert Hall a fully equipped conference facility. Layton has slated Mark for a presentation at our January meeting. We should keep this project in mind when considering other possible destinations for our funds.

Layton made a motion to amend the FY21 budget ordinance for the Authority as covered in the committee motion with the addition of \$50,000 from the fund balance being set aside for the Ecusta Trail. Grant seconded. Motion approved unanimously.

TCT / Chamber Contract

We signed a one-year agreement last year for various reasons, including COVID-19. We need to move on a new contract. Past structure has been for two individuals from each board to form a joint committee and meet together, along with Clark, to work out necessary details. Layton suggested that he get another board member to join him as a representative and proceed with a meeting. Consensus was for him to move forward accordingly.

Early 2021 Board Plans

- **January Meeting** – We will be initiating new board members and assigning committees. Market Connections will attend and Mark Weinsin will present at our next meeting on Thursday, January 28th.
- **February Meeting** – Annual ½ day retreat. It will be a 3-hour extended meeting without a facilitator on Thursday, February 25th.

Destination Infrastructure Committee – Clark shared that at the most recent DIC meeting the committee approved a recommendation of TCT committing \$3,000 in funding support for the new dog park, with the funds to come from the strategic plan line item. Mike seconded the committee motion. Motion passed.

Old Business

None

New Business

None

Public Comment

None

Meeting Adjourn

Meeting was adjourned by Layton Parker at 10:31 AM

Minutes respectfully submitted by Corey Gafnea

Transylvania County TDA - Revenue/Expenditures

For the Month of December, 2020

Revenue	Current Month	FY21 YTD	FY21 Budget	Variance	FY20 December	FY20 YTD	FY20 Budget
Occupancy Tax Revenue	\$ 117,305	\$ 906,710	\$ 1,175,384	\$ 268,654	\$ 75,649.09	\$ 560,417.17	\$ 1,004,285
Penalties	\$ -	\$ 104	\$ 1,098	\$ 994	\$ 501.42	\$ 657.29	\$ 1,737
EDPNC CARES Allocation	\$ -	\$ 10,000	\$ -	\$ (10,000)	N/A	N/A	N/A
Advertising	\$ 2,475	\$ 22,355	\$ 26,000	\$ 3,645	\$ -	\$ -	\$ 25,000
Map Sales	\$ -	\$ 190	\$ 500	\$ 310	\$ -	\$ -	\$ 800
Interest Income	\$ -	\$ -	\$ 2,000	\$ 2,000	\$ -	\$ -	\$ 2,000
Fund Balance Appropriated	\$ -	\$ -	\$ (171,915)	\$ (171,915)	\$ -	\$ -	\$ 161,889
Total Revenue	\$ 119,780	\$ 939,259	\$ 1,033,947	\$ 93,689	\$ 76,151	\$ 561,074	\$ 1,195,821
Expenses	Current Month	FY21 YTD	FY21 Budget	Variance	FY20 December	FY20 YTD	FY20 Budget
Overhead							
County Admin Fee	\$ -	\$ -	\$ 21,754	\$ 21,754	\$ -	\$ -	\$ 20,043
Chamber Contract Services	\$ 17,500	\$ 105,000	\$ 210,000	\$ 105,000	\$ -	\$ 80,652.66	\$ 186,221
Audit Contract Services	\$ -	\$ 1,500	\$ 6,458	\$ 4,958	\$ -	\$ 4,500.00	\$ 6,458
Office Expense							
Supplies	\$ 15	\$ 711	\$ 2,500	\$ 1,789	\$ 128.28	\$ 2,820.95	\$ 3,500
Telephone	\$ 367	\$ 1,885	\$ 4,500	\$ 2,615	\$ 1,253.69	\$ 2,071.25	\$ 5,000
Postage	\$ 280	\$ 671	\$ 8,000	\$ 7,329	\$ -	\$ 2,684.51	\$ 15,000
Travel	\$ 55	\$ 118	\$ 1,250	\$ 1,132	\$ 89.33	\$ 227.12	\$ 2,300
Dues, Subscriptions	\$ -	\$ 935	\$ 750	\$ (185)	\$ -	\$ -	\$ 2,300
Promotional Items							
	\$ -	\$ -	\$ 4,500	\$ 4,500	\$ -	\$ 1,394.19	\$ 5,000
Advertising/Marketing							
	\$ 54,647	\$ 195,807	\$ 543,336	\$ 347,529	\$ 43,092.23	\$ 288,581.09	\$ 600,000
Strategic Plan							
	\$ 5,100	\$ 10,100	\$ 100,000	\$ 89,900	\$ 35,625.00	\$ 42,866.02	\$ 200,000
Transylvania Always							
	\$ -	\$ 9,117	\$ 75,000	\$ 65,883	\$ -	\$ 8,097.71	\$ 100,000
Grant & Partnership Funding							
Tourism Grant Program	\$ -	\$ -	\$ 25,000	\$ 25,000	\$ -	\$ 8,307.29	\$ 30,000
Partnership Funding	\$ -	\$ 10,000	\$ 30,000	\$ 20,000	\$ -	\$ 1,125.00	\$ 20,000
Total Expenses	\$ 77,963.95	\$ 435,043.91	\$ 1,033,947.14	\$ 597,903.93	\$ 90,188.53	\$ 443,297.79	\$ 1,195,821.30

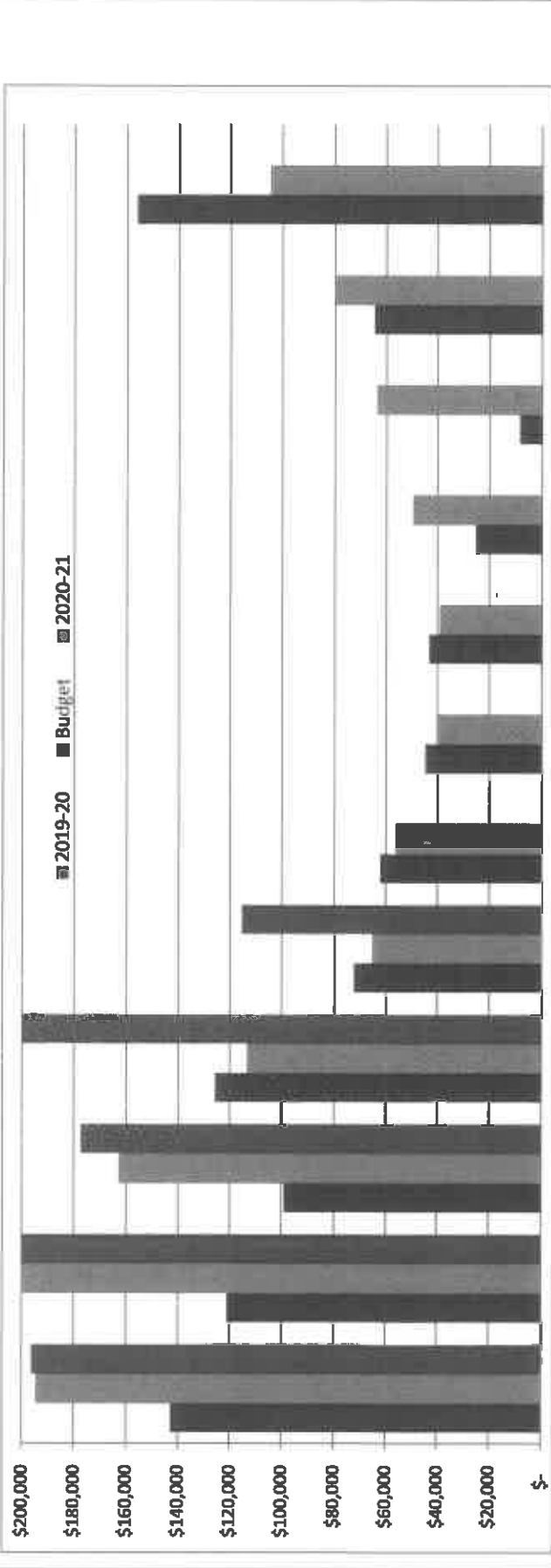
Fund Balance

Fund Balance (Beginning)	\$ 396,965
FY21 Overage/Underage	\$ (171,915)
Committed Funds (Ecusta Trail)	\$ 50,000
Fund Balance (Year-End)	\$ 568,880

Notes for finance committee:

Note that two months have passed since our last financial report due to our joint Nov/Dec meeting in early December. Since this document reflects revenues and expenditures for a year-to-date in addition to December, and since our monthly revenues are detailed on a different document, we typically don't produce November financials. A revenue line for EDPNC CARES Allocation has been added. The funds have been received. We paid the expense through the Advertising/Marketing category, but will need to pass a budget amendment at our upcoming board meeting to add a corresponding expense category. The budget column reflects the new budget that was passed at our last meeting. As we consider year-end and impact on the fund balance, it is worth noting that revenues for each of the

PENNSYLVANIA COUNTY TOURISM DEVELOPMENT AUTHORITY OCCUPANCY TAX INCOME



	July	August	September	October	November	December	January	February	March	April	May	June	TOTALS
FY21 Budget	\$ 194,525	\$ 206,946	\$ 162,588	\$ 113,218	\$ 65,149	\$ 56,043	\$ 40,251	\$ 39,073	\$ 49,453	\$ 63,652	\$ 79,846	\$ 104,621	\$ 1,175,364
FY21 Actual	\$ 196,306	\$ 207,114	\$ 177,243	\$ 201,304	\$ 115,451								\$ 897,418
Penalty	\$ 2,537	\$ 23	\$ -	\$ 27	\$ -								\$ 2,588
Variance	\$ 111,118	\$ 134,891	\$ 118,222	\$ 125,825	\$ 75,638								\$ 565,694
Occupancy	77%	73%	72%	86%	57%								74%
ADR	\$ 170	\$ 176	\$ 170	\$ 173	\$ 156								\$ 170
AirBnB	\$ 46,347	\$ 58,964	\$ 58,097	\$ 43,545	\$ 29,209								\$ 236,162
FY20 Actual	\$ 142,696	\$ 121,089	\$ 99,082	\$ 125,798	\$ 72,398	\$ 62,270	\$ 44,723	\$ 43,414	\$ 25,331	\$ 8,458	\$ 64,797	\$ 156,191	\$ 966,237
FY20 YTD	\$ 142,696	\$ 263,785	\$ 362,867	\$ 488,665	\$ 561,053								\$ 362,867
Occupancy	86%	75%	67%	76%	63%								74%
ADR	\$ 174	\$ 170	\$ 162	\$ 184	\$ 135								\$ 168
AirBnB	\$ 22,515	\$ 21,126	\$ 24,985	\$ 23,280	\$ 15,488								\$ 107,373

Notes:

- YTD stats vs. prior year: Occupancy Revenue (+60%), ADR (+2%), Hotel/Motel/Inn Occupancy (0%), AirBnB Collections (235%).
- Occupancy statistics are based on data supplied by accommodations of 5+ rooms. An additional accommodation was added in FY20 resulting in higher ADR.
- Airbnb is a lump sum payment shown to reflect the STR market. Note that taxes are recorded by Airbnb when funds are received, not necessarily at time of visit.



2020 Committees

Finance

Meetings: As Needed

Membership:

- Board (3): Layton Parker (Chair), Grant Bullard, Libby Freeman
- Community (0):
- Staff: Clark Lovelace

Duties:

- Monthly - Expediently review monthly financials prepared by ED prior to board meeting. Ask necessary questions to result in committee endorsement for presentation at board meeting.
- Annually - Work with ED to create proposed budget for upcoming year.
- As needed - Review and discuss with ED financial items impacting the organization. Make appropriate recommendations to board.
- Review submitted Tourism Grant Program applications and approve/deny within budgeted funds.
- Consider and review other partnership funding requests/opportunities and make recommendations to the board.

Additional Info: Jonathan Griffin is copied on all financial information and invited to attend each meeting

Transylvania Always Committee

Meetings: Second Thursday of each month at 2:00 pm

Membership:

- Board (3): [REDACTED], Grant Bullard, [REDACTED]
- Community (4): Eric Caldwell, Lee McMinn, Devin Gentry, [REDACTED]
- Staff: Clark Lovelace, Mary Jo Gordon, Corey Gafnea, Nathan Jordan

Duties:

- Fulfill mission to be a leader in the effort to take care of Transylvania County's natural resources in order to create a safe and enjoyable user experience and ensure that these assets are here for future generations.
 - Utilize funds appropriated by the board and limited organizational capacity to:
 1. Activate/coordinate key sustainability projects like waterfall safety and Leave It Better.
 2. Seek and support projects activated/coordinated by partners to achieve maximum impact.
-

Marketing

Meetings: Third Wednesday of each month at 9:00 am

Membership:

- Board (3): Dee Dee Perkins (Chair), Layton Parker, Tracie Trusler
- Community (3): Bob Andrews, Lydia Odell, and [REDACTED]
- Staff: Clark Lovelace, Corey Gafnea, MJ Gordon, Nathan Jordan, Karen Tessier

Duties:

- Work with Market Connections and staff to create a marketing plan for upcoming year and present to full board for approval.
 - Receive updates from Market Connections and staff on current marketing plan and provide input as appropriate on implementation. Consider new marketing initiatives and make decisions on contingency funds or recommendations to full board for use of other funds.
-

Destination Infrastructure

Meetings: First Wednesday of each month at 4:00 pm

Membership:

- Board (3): Mike Hawkins (Chair), Mac Morrow, Dee Dee Perkins
- Community (3): Josh Hallinges (TEA), Nicole Bentley (HOB), [REDACTED]
- Staff: Clark Lovelace, Corey Gafnea

Duties:

- Focus on the long-term board vision for our destination, which is to create a strong sustainable tourism economy that provides benefit to our community and makes this a desirable place to visit and live.
 - Consider key elements, such as downtown Brevard, the gateways to our community and public lands, outdoor recreation, arts and culture, outlying communities, etc., seeking opportunities for collaboration and project support.
 - Make recommendations to the board for use of funds when appropriate.
-

Annual Committee Presentation Schedule

January - Market Connections, Transylvania Always

February (retreat) - All

March – None (retreat follow up)

April - Market Connections, Marketing

May – Finance, Destination Infrastructure

June - Market Connections, Transylvania Always

July – None

August - Market Connections, Destination Infrastructure

September - Transylvania Always

October - Market Connections, Marketing

Nov/Dec – Finance, Destination Infrastructure

TRANSYLVANIA COUNTY TOURISM

TRANSYLVANIA COUNTY TOURISM

MARKETING REPORT January 2021

E-Newsletter Messages

The December issue of Field Notes focused on the arts scene was sent on December 16th to 19,109 recipients with an **open rate of 15.2%** which translates to 2,902 opens. It generated **370** outbound link clicks. The January issue of the Adventurist went out on December 29th to 19,073 recipients with an **open rate of 20.6%** which translates to 3,913 opens. It highlighted the Eat/Think Local program as well as Transylvania Tomorrow and generated **158** outbound link clicks.

Social Media

Our Facebook audience has decreased slightly from December to **15,421 followers**. We lost a total of six followers last month. Our Instagram app has grown to **15,725 followers**. Our twitter account audience has decreased to **2,465 followers**. Explore Brevard YouTube channel has grown to **194** subscribers (averaging 2-5 new subscribers per month currently) with 298,443 total views among 52 videos.

Digital, Print, Radio, Social Media and TV Advertising

Our phased winter campaign was in full swing during the months of November, December and January along with additional advertising already scheduled per our annual marketing plan. An exceptionally wide variety of advertising communication channels were engaged to encourage visitation and economic revitalization throughout the county during the holidays.

- Our new :30 Think Outside winter TV spot is currently running in Atlanta, Charlotte and Nashville. A full suite of connected TV is also set to launch the same spot before the close of the month.
- The full spectrum of digital advertising (paid search, retargeted display, digital pre-roll, native digital display and YouTube) focused on "late fall/early winter" travel and the mild climate launched in early November and was updated in early December to present a holiday promotional message. Co-op digital retargeted display ads ran promoting TC Chamber and Heart of Brevard holiday events. We then pivoted to general winter Think Outside campaign advertising with a soft invitation to plan for a future trip or visit. Additionally digital banner and e-newsletter ads in Blue Ridge Outdoors were updated to focus on the winter season.
- Special radio advertising was utilized to highlight mild weather weekends in November and early December with dynamic reads on WNCW radio in NC and WSEC radio in upstate SC.
- Print ads ran highlighting the Think Outside winter campaign in Our State and Blue Ridge Outdoors. There will also be upcoming print ads in the VisitNC Travel Guide and Safe Outdoor Travel Specialty print piece produced by Meredith Publishing (tourism recovery grant opportunity through VisitNC). Print advertising in the first six months of the new fiscal year has been limited.

In addition the board approved \$100,000 in supplemental marketing funds for the remainder of the fiscal year for which Market Connections developed and presented a budget to the marketing committee in mid January. These funds will be utilized to engage several new marketing opportunities and reengage programs TCT would normally utilize, and an overview will be provided in this month's board meeting.

Sweepstakes

A winter getaway sweepstakes offering a vacation package including an overnight stay, free merchandise, a local guided fly fishing experience and gift card was launched on December 4th. It was promoted on our social media channels, with digital advertisements and on Romanticasheville.com. The contest ran through December 31st and generated **923 entries, 475 sign ups for the Adventurist E-Newsletter and 529 requests for an Adventure Guide and Waterfall map.** A full sweepstakes recap was conducted with the TCT team to inform future sweepstakes promotion strategies.

A future mountain biking sweepstakes hosted by PinkBike.com for spring 2021 is currently under development and will launch in April. This partnership will yield a new microtargeted audience set who is focused on cycling in the area.

Website Metrics

Overall site traffic continues to improve. Our winter campaign period traffic (November - January) is up 4.55% compared to the same period last year. January traffic is down compared to last year due to a launch of a winter sweepstakes during that timeframe last year.

Additionally we continue to improve in ranking for the term "Brevard" in organic and referred traffic to the website. **Current global average position for this term is up to 7.8 from 8.5 last month. Google has recently targeted explorebrevard.com as a primary organic target for this term due to a combination of SEO efforts and the redirect of brevard.com pointing to the site. Additionally the site ranks at 5.6 globally for the term "Brevard NC" up from 5.9 last month.**

The top three visited pages during December were the Lodging, Great Outdoors and Events Calendar pages.

Our top four metro markets continue from the previous period:

- #1 Charlotte**
- #2 Atlanta**
- #3 Birmingham**
- #4 Raleigh**
- #5 Nashville**

COVID-19 - Messaging & Response Update

Our COVID landing page have been modified to "Travel Information". We continue our tempered and nimble approach before making any adjustments to messaging. As the state continues to assess moving through phases we are actively monitoring trends and adjusting messaging accordingly. As we progressed through December and COVID-19 cases continued to increase in North Carolina, TCT staff and Market Connections began changing the tone of our messaging to one speaking to future visits versus pushing for an immediate one. This included postponing or canceling certain marketing and advertising plans for early 2021.

A marketing relief fund from VisitNC recently rewarded TCT with a \$61,000 credit toward VisitNC programs (to be utilized October, November and December) to promote responsible visitation. The funds were utilized to work in tandem with our current advertising efforts and include connected TV, Over the top TV, a special safe travel guide ad insertion which will be ploy-bagged with VisitNC travel guides and multiple Meredith publications among other digital and social media advertising opportunities. A virtual Get Out Guide page has been developed to inform visitors of current events and posters that contain a QR code directing traffic to this page have been distributed.



Clark Lovelace <clark@brevardncchamber.org>

February TCT Board Meeting Packet

Clark Lovelace <clark@brevardncchamber.org>

Tue, Feb 23, 2021 at 3:30 PM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>, Tracie Trusler <tracie@explorebrevard.com>

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TCT Board,

Our next TCT board meeting is at 8:30am this Thursday, February 25 (virtual). As a reminder, the plan is for a relatively brief board meeting followed by a retreat, with an intended ending of 11:30am. Attached is the normal information, plus an agenda for the retreat and a couple of attachments related to the below office report. Please review everything prior to the meeting and let me know if any questions. We have a slightly early departure, but otherwise I don't believe we've heard from anyone who is unable to attend all of the meeting. If this is the case, please email me and Corey ASAP.

Office Report and Tourism Updates

New Email Addresses - Please be sure to use your new "@explorebrevard" email addresses. As a reminder, these are designed to protect you from having any personal emails being caught up in an open records request. If you have questions, please email corey@explorebrevard.com.

Transylvania Tomorrow - The winter rounds are completed. Since inception, the program has provided almost \$250,000 to more than 100 local businesses. No specific future rounds and deadlines are defined at this time, but the task force plans on continuing the effort.

New fixed route bus system - The County announced a new bus system and is holding a ribbon cutting tomorrow. Attached is more info.

Planned Downtown Brevard Hotel - The development process continues. I met again with the developer, who continues to express a desire to include TCT and other key stakeholders as they develop their specific plan. Here is the story I shared earlier.

Blind Mule Open - The Blind Mule is open in the former Twin Flames space in downtown Brevard (next to Big Mikes).

44 East Main Street Changes - A restaurant called "Papa L.E.W.'s" is opening in the former DFR room bar area. The event space will be used mostly for private parties or games, etc. to PPL and KTCHN patrons. There is a spiral staircase you can go from KTCHN down below to the new spot. A bike shop is opening in the front space that was formerly a gallery. Cup & Saucer is expanding back into the space previously occupied by WolfBrew.

Let me know at the meeting if any questions on the above. Zoom info is below. See you Thursday morning.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Retreat

Time: Feb 25, 2021 08:30 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/81646222050?pwd=SkQ5d0lPaW9jaVAzK0treTYvOUUE0dz09>

Meeting ID: 816 4622 2050

Passcode: 692109

One tap mobile

+13017158592,,81646222050#,,,,*692109# US (Washington DC)

+13126266799,,81646222050#,,,,*692109# US (Chicago)

Dial by your location

+1 301 715 8592 US (Washington DC)

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+1 253 215 8782 US (Tacoma)
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)

Meeting ID: 816 4622 2050

Passcode: 692109

Find your local number: <https://us02web.zoom.us/j/81646222050>

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

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



7 attachments

-  **TCTDA Agenda (2-25-21).pdf**
134K
-  **TCTDA Minutes (January, 2021) .pdf**
147K
-  **TCTDA Revenues & Expenditures (January, 2021).pdf**
38K
-  **Occupancy Revenue (thru December, FY21).pdf**
83K
-  **TCTDA Retreat Agenda (2-25-21).pdf**
125K
-  **New Fixed Route Service Flyer.pdf**
187K
-  **Fixed Route Press Release.pdf**
119K



Transylvania County Tourism Development Authority Minutes of 2/25/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Mac Morrow, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Nathan Jordan, Jonathan Griffin

Call to Order – Layton Parker

The meeting was called to order at 8:31 AM by Layton Parker.

Presentation of Minutes – Layton Parker

The minutes of January 28, 2021 were presented for review by Layton Parker. Grant Bullard made a motion to approve as presented. Dee Dee Perkins seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – On the revenue side we continue the trend with record returns, mostly reflected in the STR market. On the expense side, everything is in line, although a few categories are trending toward some unspent dollars vs. what was budgeted, specifically the grants and partnerships category. David Guice made a motion to approve January financials as presented. Dee Dee Perkins seconded the motion. Motion passed.

Office Report and Tourism Updates – Clark asked if there were any questions on his report with the advanced board packet. He reminded board members to check their explorebrevard.com emails on a regular basis, especially the week or so prior to meetings. Corey will no longer send out reminder texts after today.

Chair Report – Layton Parker

Brevard Music Center Funding Request – Layton reminded that the request from BMC is for \$50,000 toward \$100,742 to upfit the Parker Concert Hall as an event space for weddings, conferences, etc. A discussion was held and the consensus was that this request supports our mission and is an answer for groups that we want to attract and will benefit our hotels. BMC has a marketing plan and has hired staff to promote and manage the venue. Their plan needs to include programming to enhance weekday and off season visitation, which should be covered prior to disbursing funds. Dee Dee Perkins made a motion to approve the grant request as presented. Mac Morrow seconded the motion. Motion was approved unanimously.

Chamber/TCT Contract - Layton reminded that a committee comprised of two TCT board members and two Chamber board members were tasked with focusing on a new contract beginning July 1, 2021. The group met and are recommending a one-year contract with the same structure including a base amount and amendment, with a 2.4% increase. Mack Morrow made a motion to renew the contract for one year. Libby Freeman seconded. Motion passed unanimously.

Destination Infrastructure Funding Request – Dee Dee Perkins

The Destination Infrastructure Committee received a funding request from the Heart of Brevard and the City of Brevard for \$9,000 toward \$27,000 for Christmas/Holiday snowflake decorations for the downtown light posts, with each of the other entities contributing the same amount. A motion was made from the Destination Infrastructure committee to approve the grant request as presented. Libby seconded the motion. Motion was approved unanimously.

Old Business

None

New Business

None

Public Comment

None

Meeting Adjourn

Motion made to adjourn meeting at 8:55 by Dee Dee. Seconded by Grant. Motion passed.

Minutes respectfully submitted by Corey Gafnea



Transylvania County Tourism Development Authority Minutes of 2/25/21 Virtual Retreat Meeting

Present: Grant Bullard, Layton Parker, Mac Morrow, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Nathan Jordan, Jonathan Griffin

Call to Order – Layton Parker

The meeting was called to order at 8:56 AM by Layton Parker.

Committee Updates –

Transylvania Always (Clark) – Clark updated, on behalf of chair Aaron Baker, about the launch of the Leave It Better - Clean-up Crew program, the intention to have a waterfall safety campaign for the 2021 busy season, and the continuing search for projects that align with the TA mission. He asked for any comments and there was a conversation about what our emergency responders need as it relates to training, education, or something very specific. Two rescue squad responders died on a call to rescue a tourist. A conversation was held about motorcycles, specifically adventure riders who ride on gravel roads as well as Birmingham as a good cycling area to market our destination.

Marketing (Dee Dee) – Reminder to bring any marketing ideas to Dee Dee and to return marketing surveys to Market Connections so they can incorporate that information into their marketing plan, including locations to focus our marketing efforts. Bob Andrews in Lake Toxaway will be stepping down from the Marketing Committee due to a relocation. Overall the focus for the marketing committee will be to push harder for midweek stays during the shoulder season and 7 days in off-season, a broader brand awareness with billboards, etc. Outside the box thinking is welcome.

Destination Infrastructure (Dee Dee) – TCT has supported a number of downtown programs in the last six months. The DIC is also looking into bike racks and is staying in tune with the PNF entrance roundabouts.

Marketing – Market Connections

Karen and Nathan provided an update on the FY21 marketing plan and asked questions to gain information for putting together a recommended FY22 marketing plan. Among other things, the board requested more emphasis than ever on marketing directed at midweek, the winter months, and longer stays, not just weekend visitation. There was also a desire to build on the success of our digital efforts.

Finances – Layton Parker

Our overall financial picture is good. We are on pace for more than \$1.4M in revenue for the year. Note that while we ended up with \$966,237 last year, we were on pace for \$1.2M prior to the pandemic. Our expenses will not match our year-end revenues, in part because of our cautious budget, which was passed at the height of the impact on occupancy tax revenues, as well as the fact that circumstances have not allowed for certain marketing efforts.

Annual budget:

The projected revenue for FY22 is \$1.5M or more. On the macro level it will lead to a \$900K marketing plan, \$300K to cover the Chamber of Commerce contract and basic overhead and \$300K for grants, Transylvania Always, and the Strategic Plan. That's all spending before we even touch our fund balance.

Fund balance:

Our fund balance is likely to be \$800,000 or more. Two years ago the target was 25% of the total budget. That isn't the case now. What do we want to spend dollars on? What are the committed funds or spends in the upcoming fiscal year? When we look at capital projects and big ticket dollars does the money come from our fund balance or the budget, for example, \$100K for the Ecusta Trail? A discussion was held about any upcoming big city, state or county projects. Waiting on the County's master plan to review all capital projects, especially the land behind the Boys & Girls Club.

A discussion was held about progress of Ecusta Trail. The title work is almost complete and looking at engineering costs. Roadside trash was also discussed with a desire to support a specific project, perhaps one coming from the County.

Mac Morrow made a motion to go into a closed session for the purpose of discussing the Chamber/TCT contract. Grant Bullock seconded. Motion passed unanimously.

Closed session began at 11:19. Close session ended at 12:09 and the board retreat resumed.

Meeting Adjourn

Dee Dee made a motion to adjourn at 12:09. Grant seconded. Motion passed.

Minutes respectfully submitted by Corey Gafnea



Transylvania County Tourism Development Authority Minutes of 2/25/21 Closed Session Meeting

Present: Grant Bullard, Layton Parker, Mac Morrow, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Jonathan Griffin

Call to Order – Layton Parker

The meeting was called to order at 11:19AM by Layton Parker.

Discussion

A discussion was held regarding the need to review the contract between the Chamber of Commerce and Transylvania County Tourism for the term beginning on July 1, 2022. Now is the time to consider all our options. Following discussion it was decided to continue the conversation at the next board meeting.

David Guice made a motion to return to the retreat. Grant Bullard seconded. Motion passed.

Closed Session Adjourn

Meeting adjourned at 11:19

Minutes respectfully submitted by Corey Gafnea



Clark Lovelace <clark@brevardncchamber.org>

March TCT Board Meeting Advance Packet

Clark Lovelace <clark@brevardncchamber.org>

Tue, Mar 23, 2021 at 4:05 PM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>, Tracie Trusler <tracie@explorebrevard.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>

TCT Board,

Attached is a packet of information for our board meeting on Thursday, 3/23, virtually at 8:30am. As you'll note in the agenda, the March meeting is intended for continued conversation from the February retreat and does not include any committee or Market Connections updates. Below is my director's report and further below is the zoom call information. Please email me and Corey if you are unable to attend or let me know if you have any questions on the information in this email. See you on Thursday.

Director's Report

- **Reopening** - There's definitely more movement by most toward reopening than there was just a month ago at our last meeting. From the PNF Ranger station a few weeks ago to Marco's last week to the Pisgah Inn next week to the Cradle of Forestry in a month, our partners are opening back up. The Governor's Office announced the easing of additional restrictions today as well. Along those lines, we're currently working on a plan to open up the insides of the visitor center some time next month.
- **Adventure Guide Re-prints** - As a reminder, we had enough AGs left over from last year's printing of 115,000 to get through the first half of 2021. Rather than designing a new version for the last 6 months of the year and dealing with a new slew of advertisements, we're simply re-printing 50,000 additional copies, with a few COVID-based changes like a push to Explore Responsibility and wording about festivals. We also added info on our Leave It Better initiative.
- **Garbage Pick Up throughout Transylvania** - We have had a number of individuals ask if our new Clean-up Crew program applied to roadside pickup, from Brevard Rotary to a County Commissioner to the TNRC. Since it is a part of our Leave It Better effort specifically directed at appropriate behaviour in our public lands, it does not. However, based on our various efforts to improve our destination over the last few years and some feedback from board members, I had a conversation with Jaime Laughter expressing interest from TCT in supporting a project that addressed this issue. I also had an email exchange with the TNRC board chair and Brevard Rotary president where I shared the same sentiment. In the end, it is a similar message I've shared with many based on TCT's desire to support (but not coordinate) various projects related to our Transylvania Always and Destination Infrastructure committees, as well as other strategic objectives. I thought it would be helpful to share that message with each of you. It is below. Let me know if any questions.
- **Committee Report Schedule** - As referenced above, no committees are scheduled to provide updates to the board at this meeting. That said, I thought it would be a good time to confirm the schedule for the remainder of the year.
 - January - Market Connections, Transylvania Always
 - February (retreat) - All
 - March - None (retreat follow up)
 - April - Market Connections, Marketing
 - May - Finance, Destination Infrastructure
 - June - Market Connections, Transylvania Always
 - July - None
 - August - Market Connections, Destination Infrastructure
 - September - Transylvania Always
 - October - Market Connections, Marketing
 - Nov/Dec - Finance, Destination Infrastructure

Message Regarding Project/Initiative Support from TCT

Funding projects aligned with our objectives is one of the ways that TCT uses our funds to support our destination. While we don't have a formal program, we have developed key parameters and request protocols over the years and share this with local partners in hopes that they will reach out if they have something that may fit. We shared this with all who we invited to our sustainability symposium last February as well as in other outreach to local partners over the last few years, including the City of Brevard, Town of Rosman, and Transylvania County. Key information is as follows:

- Unlike most who award grants, we put an emphasis on clear and concise information, not pages and pages of fillers. With that in mind, we simply request a one to two page summary of your project, with any appropriate backup information. It should include:
 - A description of the project, including why/how it is relevant to tourism based on the first criteria below
 - A timeline including the beginning and ending the project
 - A budget summary, including the total cost, the specific request from us, and where other funds are coming from
 - An indication of who is coordinating the project
- As you complete this information, it is worth noting that the following criteria are extremely important to TCT:
 - It is directly linked to tourism, either in bringing overnight visitors, making a substantial impact on the tourism infrastructure of our destination, addressing user impact in our public lands, or creating safe/enjoyable use of recreational assets
 - It is shovel-ready and will be completed within the next year
 - All funding is secured and it will begin soon after TCT awards funds
 - There is a capable individual or organization coordinating all aspects of the project.

Zoom Information

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: Mar 25, 2021 08:30 AM Eastern Time (US and Canada)

Every month on the Fourth Thu, until Oct 28, 2021, 8 occurrence(s)

Mar 25, 2021 08:30 AM

Apr 22, 2021 08:30 AM

May 27, 2021 08:30 AM

Jun 24, 2021 08:30 AM

Jul 22, 2021 08:30 AM

Aug 26, 2021 08:30 AM

Sep 23, 2021 08:30 AM

Oct 28, 2021 08:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: https://us02web.zoom.us/meeting/tZlsf-qopjwpH9bF1ATjwh1yrHFPX84x-zm8/ics?icsToken=98tyKuGurzMpGtySsxyFRpwABYqgb_TxiGZegvpfuk7ENypEalLvJMpkAoonRMCd

Join Zoom Meeting

<https://us02web.zoom.us/j/86183087352?pwd=Y1pNkZ2SHI3RkZsb24yWUEwMWVXZz09>

Meeting ID: 861 8308 7352

Passcode: 924952

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+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 861 8308 7352

Passcode: 924952





Find your local number: <https://us02web.zoom.us/u/kbFZQ8Ju6z>

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
TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



6 attachments

-  **TCTDA Agenda (3-25-21).pdf**
135K
-  **TCTDA Board Meeting Minutes (February 25, 2021) .pdf**
142K
-  **TCTDA Board Retreat Minutes (February 25, 2021) .pdf**
126K
-  **Occupancy Revenue (thru January, FY21).pdf**
83K
-  **TCTDA Revenues & Expenditures (February, 2021).pdf**
64K
-  **TCT Marketing Report - March (21).pdf**
324K



Transylvania County Tourism Development Authority Minutes of 3/25/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Mac Morrow, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: None

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Nathan Jordan, Jonathan Griffin

Call to Order – Layton Parker

The meeting was called to order at 8:30 AM by Layton Parker.

Presentation of Minutes – Layton Parker

The minutes of the February 25, 2021 board meeting were presented for review by Layton Parker. Libby Freeman made a motion to approve as presented. Dee Dee Perkins seconded. Motion passed.

The minutes of the February 25, 2021 board retreat were presented for review by Layton Parker. Libby Freeman made a motion to approve as presented. Jessica Whitmire seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – On the revenue side we continue the trend with record returns, mostly reflected in the STR market. On the expense side, everything is in line although it looks like there will be unspent dollars vs. what was budgeted in the grants and partnerships category. Dee Dee Perkins made a motion to approve January financials as presented. Grant Bullard seconded the motion. Motion passed unanimously.

Clark indicated that Jonathan had reached out regarding TCT's audit. Martin Stames (MS) has made a proposal to conduct the annual audit at a cost of \$6,000, the same price as 2020. Transylvania County has agreed to have their audit performed by MS, creating various efficiencies. Layton made a motion to move forward with MS as presented. David Guice seconded. Motion passed unanimously.

Office Report and Tourism Updates – Clark asked for any questions on his director's report that was sent out with the advanced board packet. There were none.

Chair Report – Layton Parker

Chamber/TCT Contract – A discussion was held regarding the Chamber/TCT contract and the structure of the two organizations moving forward. Clark shared a slide presentation that he and

Layton had created to cover the historical structure of the partnership, the factors that have changed to lead to a need to make changes, and how to move forward in a collaborative way to ensure the best outcome. Following discussion, it was determined that a voluntary group from this board would get together and discuss next steps, likely connecting with representatives from the Chamber board.

FY22 Budget – Layton shared a document with a sample budget for FY22 based on an estimated year-end for FY21. He shared that budgeted revenues will likely be above \$1.5M, our largest ever by a considerable amount. He shared what that would likely mean for various expense categories and noted that we would still have a substantial fund balance to consider as well. The finance committee will present a budget at the May meeting.

Old Business

Clark met with the new hotel developer Tye Warren and Tye has met with the planning board. Approval for the sale of the land has passed and the next step is to accept public comments regarding the development.

New Business

None

Public Comment

None

Meeting Adjourn

Motion made to adjourn meeting at 10:29 by Libby. Seconded by David Guice. Motion passed.

Minutes respectfully submitted by Corey Gafnea



TRANSYLVANIA COUNTY TOURISM

Long-Term Structure Opportunities



LONG TERM STRUCTURE OPPORTUNITIES



TRANSYLVANIA COUNTY
TOURISM

Discussion Points

BRIEF HISTORY OF OPERATIONAL STRUCTURAL

WHY RESTRUCTURING IS NEEDED FOR INCREASED FOCUS AND EFFECTIVENESS

IMPORTANCE OF DEVELOPING A NEW STRUCTURE WHILE MAINTAINING
STRONG RELATIONSHIPS WITH CHAMBER & COUNTY

NEED FOR A SMOOTH TRANSITION FOR THE BENEFIT
OF ALL THREE ORGANIZATIONS

LONG TERM OPERATIONAL OPPORTUNITIES



Brief history of operational structure

- THE ICTDA WAS ESTABLISHED AND A BOARD WAS CREATED IN 1986
- EVENTUALLY A PART-TIME DIRECTOR WAS HIRED AS A CONTRACT EMPLOYEE REPORTING TO THE BOARD
- IN 1997, THE ICTDA BOARD ENGAGED IN A CONTRACT WITH THE B/T CHAMBER TO HANDLE OPERATIONS AND ADMINISTRATION

THE CONTRACT AMOUNT AND PERSONNEL REQUIRED TO FULFILL IT HAVE INCREASED SIGNIFICANTLY OVER THE YEARS, BUT THE BASIC STRUCTURE HAS REMAINED THE SAME



Current Structure

THE CURRENT CONTRACT ESSENTIALLY HAS THREE ELEMENTS

- 1. STAFF TO OPERATE AND ADMINISTER TCT (CURRENTLY 50% DIRECTOR, 100% OPERATIONS/PROJECTS, 100% MARKETING AND COMMUNICATION)
- 2. VISITOR CENTER OPERATIONS

OFFICE SPACE

THE FY22 CONTRACT AND ADDENDUM IS FOR \$2,000,000

LONG TERM OPPORTUNITIES



Why restructuring is needed for increased focus and effectiveness

1. HISTORICAL GROWTH OF TCT FUNDING (FROM \$350K 10 YEARS AGO TO \$1.5M+ THIS YEAR)
2. NEW INITIATIVES REQUIRE MORE RESOURCES AND OVERSIGHT (TRANSLAVANIA ALWAYS AND DESTINATION INFRASTRUCTURE)
3. ADDITIONAL STRATEGIC PLAN OPPORTUNITIES ARE ARISING (ECUSTA TRAIL, GROUPS/EVENTS)

4. CONTINUED MOVE FROM DESTINATION MARKETING TO DESTINATION MANAGEMENT (MUCH OF THE ABOVE PLUS GROWING CONCERN OVERCROWDING OF PUBLIC LANDS, PUBLIC VISITOR TERM RENTAL (MONTH))

LONG TERM BUSINESS STRUCTURE OPPORTUNITIES



TRANSYLVANIA COUNTY
TOURISM

Importance of developing a new structure while maintaining strong relationships with Chamber & County

1. EARLY AND REGULAR CONVERSATIONS WITH PARTNERS
2. NEW STRUCTURE LIKELY DOESN'T CHANGE ANY ELEMENTS OF RELATIONSHIP WITH COUNTY
3. NEW STRUCTURE LIKELY MAINTAINS TWO OF THREE ELEMENTS OF CURRENT CONTRACT (VISITOR CENTER AND OFFICE SPACE)

LONG TERM OPPORTUNITIES



Need for a smooth transition for the benefit of all three organizations

1. DETERMINE OPTIMAL TIME-LINE FOR TCT AND CHAMBER
2. SUPPORT CHAMBER FINANCIALLY AND ORGANIZATIONALLY DURING TRANSITION
3. TCT/CHAMBER/COUNTY WORK CLOSELY TOGETHER TO COMMUNICATE THE SAME POSITIVE MESSAGE TO OUR COMMUNITY



Clark Lovelace <clark@brevardncchamber.org>

April TCT Board Meeting Packet

Clark Lovelace <clark@brevardncchamber.org>

Tue, Apr 20, 2021 at 8:20 PM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>, Tracie Trusler <tracie@explorebrevard.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Nathan Jordan <NJordan@mktconnections.com>, Karen Tessler <ktessler@mktconnections.com>

TCT Board,

Attached is the board packet for our meeting on Thursday, 4/22, virtually at 8:30am. Below is my director's report and further below is the zoom call in information. Be sure to use this zoom information for the meeting. It is different from last week's meeting reminder email. Please email me and Corey if you are unable to attend or let me know if you have any questions on the information in this email. See you on Thursday.

Director's Report

- **Reopening_** The Visitor Center is now open on the inside, with access through the front and back. The seated area is still closed off. Just before the pandemic we agreed to be the official home of the White Squirrel Institute. It never got started. It really just entails a table with some set up, including a Dipjar device for running credit cards to "adopt" a squirrel. On our end, we're adding a web page and mentioning it in a few spots, providing some cute cachet. We have a temporary spot now and will make it permanent when we open up the full downstairs. We're adding a few other items to enhance the visitor center experience and/or draw a few more folks.
- **New Tourism Businesses** - The former Hobnob location is opening as a sweets and bakery called Stella's Sweet Boutique. I hear they'll have desserts and beer/wine. The former Magpie Meat & Three location has new owners (who also have Honey and Salt in Hendersonville) that will do breakfast and lunch. Click here for more. If you recall I mentioned a while back that someone was acquiring the Deerwood property. They have closed on the deal. The owners are Dionne and Scott Hodgson and they are calling it Deerwoode Reserve. Below is a message from Dionne giving some info. I've been out and spoken with Dionne a number of times. I'm excited.
- **Committee Report Schedule** - I'll try to remind in the advance packet who's up for the current meeting and who's up for the next one. This Thursday is the marketing committee and Market Connections. Next month are the finance and destination infrastructure committees.

Message from Dionne Hodgson w/Deerwoode:

We are so excited about owning this Deerwoode property and everyday we learn more and more about it and the history, which is just amazing! We look forward to meeting all of you in person and joining the community very soon. We'll be moving when school gets out in June.

It's definitely going to be a process to get everything up and running and start making important connections. We currently have 6 cabins ready to rent and will be working on several more existing ones, to remodel and update them, to have ready hopefully later this year. We have plans to transform the old gym on-site into an events center, which will have both indoor and outdoor space to host weddings, parties, business retreats & meetings, fundraisers, etc. Then we also have plans to build up to 10 more new cabins. The property itself is such a unique blend of pasture, mountain, ponds, river frontage - with trails all over the property along with a bamboo forest - that we can have on-site recreation for fishing, canoeing, hiking, biking and more. The land is under conservation easement and we will offer educational opportunities through Conserving Carolina for volunteers and students.

There are so many possibilities ahead and we are looking forward to connecting with all of you and sharing this property with visitors and the local community.

I've been looking over the two agencies and will connect with those staff members individually to get started.

Thank you all for helping us feel welcome!

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: Apr 22, 2021 08:30 AM Eastern Time (US and Canada)

Every month on the Fourth Thu, until Oct 28, 2021, 7 occurrence(s)

Apr 22, 2021 08:30 AM

May 27, 2021 08:30 AM

Jun 24, 2021 08:30 AM

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Monthly: <https://us02web.zoom.us/j/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMwVXZz09>
98tyKuGurzMpGtySsxyFRpwABYqgb_TxiGZegvpfuk7ENypEalLvJMpkAoonRMCd

Join Zoom Meeting

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Meeting ID: 861 8308 7352

Passcode: 924952

One tap mobile

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+13126266799,,86183087352#,,,,*924952# US (Chicago)

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Meeting ID: 861 8308 7352

Passcode: 924952

Find your local number: <https://us02web.zoom.us/u/kbFZQ8Ju6z>

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

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



5 attachments

 **TCTDA Agenda (4-22-21).pdf**
131K

 **TCTDA Board Meeting Minutes (March 25, 2021) .pdf**
143K

 **TCTDA Revenues & Expenditures (March, 2021).pdf**
37K

 **Occupancy Revenue (thru February, FY21).pdf**
84K

 **TCT Marketing Report - April (21).pdf**
229K



Transylvania County Tourism Development Authority Minutes of 4/22/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: Mac Morrow

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Nathan Jordan, Jonathan Griffin, Kate Hayes

Call to Order – Layton Parker

The meeting was called to order at 8:31 AM by Layton Parker.

Presentation of Minutes – Layton Parker

The minutes of the March 25, 2021 board meeting were presented for review by Layton Parker. Dee Dee Perkins made a motion to approve as presented. Grant Bullard seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – Revenues continue to trend beyond prior records for each month. Year-end is headed toward well over \$1.5M. Most expenses are close to budgeted amounts, with grants and partnership funding slated to fall below. Clark sent an updated version of the sample budget from our last meeting to the finance committee and we'll work together to present a budget at our next board meeting. Jessica Whitmire made a motion to approve March financials as presented. David Guice seconded the motion. Motion passed unanimously.

Office Report and Tourism Updates – Clark asked for any questions on his director's report that was sent out with the advanced board packet. There were none. He highlighted a few items. The proposed downtown hotel project should close the deal soon with the City of Brevard. TCT is working to provide images to wrap downtown electrical traffic boxes.

There is a request from Brevard Music Center for \$6,500 for a similar package as in the past. We have typically considered this as part advertising and part partner support. The request was reviewed with Market Connections they feel it has promotional value. Jessica suggested adding Leave It Better and Waterfall Safety messaging. Funding would come from the partnership support line item in the budget. Jessica made a motion to fund the partner support request from BMC. Dee Dee seconded the motion. Motion passed unanimously.

MJ discussed the upcoming brewery PR visit as well as the Chasing Waterfalls (a group of Black women from Atlanta, #blackfacesingreenspaces) visit. Clark will be out for the June meeting. TCT Board meetings will continue to be virtual for a few more months.

Chair Report – Layton Parker

Chamber/TCT Contract Update – There was a meeting between a few members of the TCT and Chamber boards a couple of weeks ago. This was the first joint meeting and quite a bit was covered, mostly general in nature. The Chamber wants some time to research their options for moving forward. Both parties agreed that the county is an important part of this as well. A meeting is scheduled next week for Layton and Clark to meet with Jaime Laughter, David Guice, and Jason Chappell.

Ecusta Trail – Clark spoke with Chris Burns, who is a Friends of the Ecusta Trail board member and one of the primary people who's been working on making the trail happen. They have asked the HCTDA for 1% for the next five years (and have a tentative yes) and will be presenting to the Henderson C commissioners in a couple of weeks. They then plan on asking us for 1% for the next five years. 1% of 5% would be 20% of our total budget. One option is to increase the occupancy rate from 5% to 6%, which has been approved by the state but will have to be approved by the County Commissioners. Clark will invite Chris Burns to the May meeting.

UTV Legislation – There is legislation in the NC General Assembly that would allow UTVs to be ridden/driven on highways. This could have an impact in Transylvania County.

Marketing Update – Dee Dee Perkins and Market Connections

Kat Warner with BMC is new to the committee. Bob Andrews is moving from the area and has left the committee. Lydia O'dell is the other community member. We typically have 2 or 3, so we're open to one more if there are any suggestions, but fine with just 2. At the last meeting we discussed themes for the FY22 marketing plan. Market Connections will create a plan based on that conversation and present it to the Marketing committee next month. A final version will be presented with this board at the May meeting. The plan will be the largest in our history, by far, at \$1M or more. It will include a market study and multi-year marketing plan, a new website, more digital advertising than ever, and focus on generating room nights during slower times.

Old Business

None

New Business

Corey mentioned that Camp & Major Events Calendar is being created and published on our website with an email to our partners. MJ shared that she is creating a Camper Parent sheet with clickable links for each camp in Transylvania County to encourage the parents to stay and play here.

Public Comment

None

Meeting Adjourn

Motion made to adjourn meeting at 9:47 by Dee Dee . Seconded by David Guice. Motion passed.

Minutes respectfully submitted by Corey Gafnea



Clark Lovelace <clark@brevardncchamber.org>

TCT Board Meeting Packet

Clark Lovelace <clark@brevardncchamber.org>

Tue, May 25, 2021 at 9:24 PM

To: "Ali Lien (TCT)" <all@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>, Tracie Trusler <tracie@explorebrevard.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>

TCT Board,

Our May board meeting is this Thursday, May 27, at 8:30am. It is virtual. Zoom information can be found at the bottom of this email. Directly below is a director's report and attached is the normal packet of information, plus a number of additional items. There's a lot to digest here and a lot of content to be covered at the meeting. Please read everything and let me know if any questions. If you're unable to attend, please email me and Corey.

Director's Report

- **FY22 Budget** - In addition to April financials, attached is a tentative budget that is recommended by the finance committee. It will be covered at the meeting.
- **French Broad River Debris Removal** - Jessica brought a request to us for \$10,000 to deal with strainers and blockages in the FBR. The \$25,000 from the county has been depleted and there are a number of items that need to be addressed. Attached is an email from Jeff Parker, District Director for the Transylvania Soil & Water.
- **Bike Repair Station** - We're recommending a bike repair station in the Visitor Center parking lot. Details are attached.
- **Veterans History Museum of the Carolinas Request** - Museum board member Larry Chapman sent the following request, "What is the procedure to get on the agenda of the TDA Board meeting? We at the Veterans History Museum of the Carolinas would like to address the TDA Board to review all the things that the Museum does that substantially brings more visitors and tourist to our community. My guess the Museum gets more visitors than just about anything else in the community except maybe the music center. We will adjust our presentation to the amount of time allowed. I have no idea how many of our the TDA Board members have ever visited the Museum or know all the things we bring to the community. We would be willing to open our doors specifically for you and set up tables for your Board meeting if you would like a change in scenery. Thanks."
- **TCT / Chamber Contract** - Layton will provide an update at the meeting. In the meantime, I forward an email from County Manager Jaime Laughter providing some input based on research by her staff and others.
- **FY22 Marketing Plan** - The marketing committee is recommending a plan for board approval. Market Connections will be at the meeting to cover key information and answer questions. Attached are three documents for your review. First is a highlight of key changes and additions in the new plan. Next is a side by side comparison to FY21. Third is the full plan. It is a lot to digest, so you may choose to focus on the first two.
- **Ecusta Trail** - Three individuals connected with the trail will be at our meeting to provide an update and make a request for funding from TCT. This is not for public consumption yet, but they have indicated that the HCTDA recently approved allocating 1% of their funds for five years to the Ecusta Trail. To be clear, this is 1% of their 5% or 20% of their total revenues. They will make a similar request to the TCTDA.
- **TCT Grant Program** - Earlier this week, the grant committee approved a \$3,000 grant for updating (including copy/photos for 5 new sculptures) and printing of 2,500 brochures for the Brevard Sculpture Walk brochure.
- **Waterfall Safety** - You should have received our Be Waterfall Wise press release earlier today. Other materials are being finalized and you'll soon see an add in the TTimes, along with an insert, and more.
- **Visitor Center** - The inside of the Visitor Center is now fully open. We've added a few new items and twists, including a souvenir penny smasher, an area as the home of the White Squirrel Institute, and an updated kids corner with games and other items related to "trashquatch" (a trash + sasquatch image that is a part of our "Leave It Better" program). Hours are still 10a-4p (M-F) and 10a-2p (Sat) due to volunteer staffing limitations.
- **Local Tourism Update** -
 - As I'm sure you know or are experiencing, everyone is struggling harder than ever to find employees. Many restaurants have reduced hours only because they can't find staff.
 - Things are ramping up in our public lands. The TAC hosted Dave Casey with PNF and Jane Dauster with DSRF to talk about issues and update each other on what's going on. We're all expecting the busiest

- summer for our public lands ever.
- BMC is expanding capacity and their schedule.
 - The Transylvania Times sold. I met with Leigh Trapp and new publisher Sharon Sorg this afternoon. She is focused first on letting everyone know that they value the role of the paper in our community, which is why they acquired it and they want to continue the great work of the paper, not change it.

I think that covers everything for now. As always, let me know if any questions.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: May 27, 2021 08:30 AM Eastern Time (US and Canada)

Every month on the Fourth Thu, until Oct 28, 2021, 6 occurrence(s)

May 27, 2021 08:30 AM

Jun 24, 2021 08:30 AM

Jul 22, 2021 08:30 AM

Aug 26, 2021 08:30 AM

Sep 23, 2021 08:30 AM

Oct 28, 2021 08:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: https://us02web.zoom.us/meeting/tZlsf-qopjwpH9bF1ATjwh1yrHFPX84x-zm8/ics?icsToken=98tyKuGurzMpGtySsxyFRpwABYqgb_TxiGZegvpfuk7ENypEalLvJMpkaoonRMCd

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+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 861 8308 7352

Passcode: 924952

Find your local number: <https://us02web.zoom.us/u/kbFZQ8Ju6z>

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



10 attachments

 TCTDA Agenda (5-27-21).pdf
135K

TCTDA Board Meeting Minutes (April 22, 2021) .pdf

 166K

 **TCTDA Revenues & Expenditures (April, 2021).pdf**
38K

 **Occupancy Revenue (thru March, FY21).pdf**
84K

 **TCTDA Revenues & Expenditures (Projected FY21 YE and Proposed FY22 Budget).pdf**
34K

 **French Broad River Debris Removal (5-20-21).pdf**
59K

 **Bike Fixit Station at Visitor Center (5-1-21) - Product Description.pdf**
1912K

 **2022 TDA Marketing Plan Highlights.docx.pdf**
108K

 **TCT FY21 AND FY22 MARKETING BUDGET COMPARISONS.pdf**
116K

 **TCT FY22 Full Marketing Plan.pdf**
310K



Clark Lovelace <clark@brevardncchamber.org>

Fwd: TDA/Chamber Structure discussion

Clark Lovelace <clark@brevardncchamber.org>

Wed, May 26, 2021 at 8:00 AM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>, Tracie Trusler <tracie@explorebrevard.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>

As mentioned in last night's email.

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

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



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

From: Jaime Laughter <jaime.laughter@transylvaniacounty.org>

Date: Mon, May 24, 2021 at 12:49 PM

Subject: TDA/Chamber Structure discussion

To: Clark Lovelace <clark@brevardncchamber.org>, Jeff Joyce <joycej@brevard.edu>, layton@comporium.net <layton@comporium.net>

Cc: David Guice <David.Guice@transylvaniacounty.org>, Jason Chappell <jason.chappell@transylvaniacounty.org>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>

Good afternoon!

I know the TDA board is discussing their structure and that the chamber board is also involved in that to see if the TDA intends to keep the current relationship with the Chamber. I have had the opportunity to talk to leadership of both organizations to make sure that you are aware of the need to make sure that the public funding piece on behalf of the county is managed correctly and that we are all on the same page regarding the responsibilities that come with those public funds. We have had staff gathering information on other TDA arrangements and working with the auditor and county attorney so that we can clearly articulate what would need to occur with the options being discussed and make sure we are transparent on the reasons for those requirements.

There are two options that the county would support, but each have some considerations that need to be factored in:

1. TDA continues the contract with the Chamber to provide staffing. (Note: this, in theory, could also be a different established entity, but the same notes below would apply)

- a. The agreement needs to be updated to clearly cover liability and some other deficiencies from a contract standpoint
- b. Will need to include that the TDA revenue into the chamber cannot be more than 50% of the revenue. We have to be able to ensure that the Chamber is not dependent on public dollars.
- c. The agreement language will need to clearly articulate that the chamber board is the hire/fire authority over staff and directing staff. This clarifies that the TDA Board of Directors, a public body, does not direct or control chamber staff and the chamber staff work first and foremost for the chamber. This is important to show the chamber is not being controlled by a public entity which could make them public and not nonprofit.
- d. Include language that there cannot be voting members on both boards. This also makes it clear that the TDA is not in control of the Chamber.
- e. TDA can pay market rent, but cannot otherwise offset or contribute to the Chamber's debt on the building.

2. TDA staff become county staff, market lease space from the chamber

- a. The agreement would be a lease agreement for space (still can't be 50% or greater of chamber revenue)
- b. We would need to work on how staff transitioned (ie, compensation plan, health, retirement plan etc) We do not have a sense on how this would impact those staff positively or negatively)
- c. Would increase work for county staff HR, administration, payroll, etc. Could offset with some of the TDA funds to help cover those impacts, but would ultimately be more to manage
- d. This could be a challenge for the chamber. When we became aware of discussions between the chamber and TDA, the conversation had already begun on that front.

A third option that has been floated includes a 501-c type nonprofit organization incorporated for tourism, but the county attorney, auditor and staff feel like that is not in anyone's best interest including the TDA/county for the following reasons:

- a. For the TDA board of directors to operate an Independent organization financed with public funds (occupancy taxes), it is still basically a County organization and all the same rules would apply as option 2 since the majority of funds would be public.
- b. The administrative responsibility is more complex without much benefit - it's still a County organization but without a direct link to the County, so county finance would have to run two sets of books – one for the County and one for the 501c.

Jonathan Griffin is the finance director for both the county and the TDA. He is prepared to discuss with any of you or present the information from the research and analysis to help inform the decision. Our key interest is in making sure that the public funds are managed under the statutes and that all parties understand the responsibilities that come with the funds. I have not gotten any feedback that would indicate a preference between the two options from commissioners.

Let me know if there are any questions and we will get answers for you! We did have the proposed one year agreement reviewed by the county attorney. While it does not address all of the issues listed in #1 that we would need to address like the 50% revenue threshold, it would give both organizations time to map out how to achieve an agreement within the parameters to enter into a year renewal with the additional liability language from the attorney with the goal of having everything lined up by this time next year that would address the component unit issue and protect all parties' interests.

Have a great week!

Jaime



Transylvania County Tourism Development Authority Minutes of 5/27/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire, Tracie Trusler

Absent: Mac Morrow

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Jonathan Griffin

Call to Order – Layton Parker

The meeting was called to order at 8:32 AM by Layton Parker.

Presentation of Minutes – Layton Parker

The minutes of the April 22, 2021 board meeting were presented for review by Layton Parker. Dee Dee Perkins made a motion to approve as presented. Grant Bullard seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – Revenues continue to trend way above expectations with year-end well over budget. With the exception of our tourism grant program, which is well below, expenses are in line to finish at or close to budgeted amounts. Dee Dee Perkins made a motion to approve April financials as presented. Ali Lien seconded the motion. Motion passed unanimously.

Funding Requests

As covered in your advance packet, Jeff Parker, the Regional Director for NC Soil and Water, made a request for \$10K for debris removal as they finish out a year with greater floods and have depleted the \$25K funding from the county for this purpose. After a discussion, Grant Bullard indicated that he felt this was a tourism-related expenditure that achieved our sustainability objectives and made a motion to fund the \$10K request with funds from the strategic plan expense category. Ali Lien seconded the motion. Motion passed unanimously.

Also as covered in your advance packet, staff has been working on a plan to support visitors and create vibrancy to the visitor center and have a plan for a bike repair station coordinated by the Chamber with a \$2,000 grant from TCT. After discussion, Dee Dee Perkins stated that she felt the bike repair station was tourism-related, meeting our goal of supporting cycling infrastructure, and made a motion to approve the request for \$2,000 with funds coming from the strategic plan expense category. Tracie Trusler seconded the motion. Motion passed unanimously.

Office Report and Tourism Updates

Larry Chapman would like to do a presentation about the Veterans History Museum of the Carolinas. He also offered the museum as a meeting space for a future in-person TCTDA board meeting, if we'd like. A decision was made to invite him to the July meeting and for each board member to commit to visit the museum in June.

Chair Report – Layton Parker

Chamber/TCT Contract Update – Clark sent out a letter from Jaime Laughter regarding the Chamber/TCT Contract in advance of the board meeting. Leadership at the County, TCT, and the Chamber all understand the need for dedicated leadership at TCT and are working hard on due diligence and research to find the best path forward. This will not be a quick process.

Layton indicated that since our guests are here we should move forward to the marketing plan followed by the Ecusta Trail presentation and then return to the chair report and cover the FY22 budget.

FY22 Marketing Plan – Dee Dee Perkins and Market Connections

Dee Dee shared that this plan was covered in detail with the marketing committee, whose job is to dive deep and vet the plan. She thanked Market Connections (MC) for the hard work that goes into the report and the committee and staff for their diligence in reviewing. She asked Karen to cover the highlights.

Karen highlighted the documents that were sent in advance, focusing on differences from the prior two years and major items like the development of biking and arts/culture sub-brands, a new website, market research, and a multi-year market plan. Clark reminded that the board is not being asked to say “yes” to everything within the plan right now, but is being asked to approve the total amount and the basics of the plan. Staff and the marketing committee will work with MC throughout the year and additional approvals are required for certain items, particularly big-ticket items like the new website, which will likely require an RFP process. Karen answered a few questions and indicated being available after the meeting for any additional questions.

Layton suggested that we discuss approval of this when we cover the FY22 budget.

Ecusta Trail Presentation – Chris Burns, Page Lemel, Tad Fogel

Chris Burns provided a detailed presentation covering the history of the Ecusta Trail, cost estimates, benefit projections, current challenges, and a path toward completion. In the end, he requested that TCTDA provide 1/5 of their annual revenues (1% of the 5%) for a period of five years to support the completion of the trail. He indicated that the HCTDA recently voted to do the same with their funds and stated that our investment would make the Transylvania portion come to life.

Chair Report – Layton Parker (continued)

FY22 Budget – The FY22 budget is based on a conservative 5% annual growth rate over projected year-end for FY21. The plan is to have expenditures match anticipated revenue. Layton reviewed the proposed budget, answering questions as he did.

Jonathan noted that a public hearing will need to be set up prior to approving the budget. He will get with Clark on specific wording and one will be set up for the June 24 board meeting.

Layton asked that we return to the FY22 marketing plan in the advance packet and reviewed by Karen. Dee Dee Perkins made a motion to approve the FY22 marketing plan as presented. Grant Bullard seconded. Motion passed unanimously.

Old Business

It was decided that for the next few months we will keep our meetings virtual.

New Business

Staff is reviewing the grant application process and will be working to create one grant form with three different paths. The goal is for the grant application process to be finalized and in place by July 1, 2021.

Karen Tessier let everyone know that Nathan Jordan would be leaving Market Connections in July to start his own photo and video business. They are in the process of hiring a new creative director.

Dee Dee Perkins announced that she has announced her candidacy for Mayor of Brevard.

Public Comment

None

Meeting Adjourn

Motion made to adjourn the meeting at 11:04 by Layton Parker. Seconded by Libby Freeman. Motion passed.

Minutes respectfully submitted by Corey Gafnea



Clark Lovelace <clark@brevardncchamber.org>

June TCT Board Meeting

Clark Lovelace <clark@brevardncchamber.org>

Tue, Jun 22, 2021 at 6:39 PM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Freeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>, Tracie Trusler <tracie@explorebrevard.com>

Cc: Corey Gafnea <corey@explorebrevard.com>, Mary Jo Gordon <mj@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Nathan Jordan <NJordan@mktconnections.com>, Karen Tessier <ktessier@mktconnections.com>

TCT Board,

Our June board meeting is this Thursday, June 24, at 8:30am. It is virtual. Zoom information can be found at the bottom of this email. Directly below is a director's report and attached is the normal packet of information, plus a number of additional items. Please read everything and let me know if you have any questions. If you're unable to attend, please email me and Corey.

Director's Report

- **FY22 Budget** - We have a public hearing on our FY22 budget at this meeting. I will review the same budget that was covered at our last meeting and ask for any questions/comments from the board. Layton can then direct any members of the public to provide up to three minutes of public comment. This is not a Q&A, but instead an opportunity for members of the public to provide input to be considered by the board. Consideration of a motion to approve can occur in Layton's section.
- **Ecusta Trail** - There will be a follow up conversation on the trail at the board meeting. Here is an article sharing notable action at last night's city council meeting.
- **Funding Requests** - There are a few funding requests that will be presented to the board with committee recommendations at the meeting. It is worth noting that these have been discussed and vetted by one of our committees and are coming with a recommendation. In the case of the Transylvania Always Committee, they typically approve their own projects based on the amount budgeted to our TA efforts each year. This past year's budget of \$75,000 has been spent (a lot with our Be Waterfall Wise campaign and 1/2 of the river study isn't reflected in the May financials), which is why this is coming as a recommendation to the full board. In any case, our process is set up to have committees do the deep dive with a recommendation, so the attached information is for you to view at your discretion. On a final note, as a reminder, we are working on a grant application that applies for any type of request so there is consistency as the committees or board reviews and makes decisions. Here's a recap of the current requests:
 - Triple Falls Consultation (\$2,500) - Recommended for approval by TAC.
 - Black Mountain Trailhead Project (\$30,000) - Recommended for approval by TAC. Note the link in the request to detailed drawings.
 - LED Street Light Project (\$3,000) - Recommended for approval by DIC.
- **Local Tourism Update** -
 - Businesses continue to report major challenges with finding workers, particularly in the tourism industry. Many have limited hours due to the shortage. NC Works and the Chamber hosted a job fair and the Mountain Area Workforce Development Board hosted a \$17 and up fair. Attendance was sparse at the one in Brevard. Not sure about the other. Additionally, here are results of a recent Chamber survey of businesses on the current workforce shortage.
 - We removed the phone that was at the PNF ranger station which dialed directly into our visitor center. Management at the ranger station recommended removal. On our end, we mostly experienced calls from kids messing around, so it seemed unnecessary. We're checking with Dupont (DSF) on the one at their visitor center.
 - As of this week, the DSF visitor center is open with limited hours.
 - Riverfest this past weekend went well. Corey made the rounds. We were the lead sponsor.
 - Fireworks are occurring on July 4th near downtown, but most of the other "normal" offerings around that holiday, specifically any connected to the July 4th festival, are not. It's also on a Sunday when many restaurants are closed. We are adjusting the hours of our visitor center. It will be an interesting weekend. Hopefully most who play in our public lands are aware of our waterfall safety and leave it better messaging.

- **Reminder to visit the Veterans History Museum of the Carolinas** - At our last meeting the board decided to schedule a presentation by the museum at the July meeting and ask each board member to visit the museum before that meeting, particularly if you've never been or haven't been in awhile. This is simply a reminder.

I think that covers everything for now. As always, let me know if any questions.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting

Time: Jun 24, 2021 08:30 AM Eastern Time (US and Canada)

Every month on the Fourth Thu, until Oct 28, 2021, 5 occurrence(s)

Jun 24, 2021 08:30 AM

Jul 22, 2021 08:30 AM

Aug 26, 2021 08:30 AM

Sep 23, 2021 08:30 AM

Oct 28, 2021 08:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: [https://us02web.zoom.us/meeting/tZl5f-qopjwpH9bF1ATjwh1yrHFPX84x-zm8/ics?icsToken=98tyKuGurzMpGtySsxyFRpwABYqgb_TxiGZegvpfuk7ENypEalLvJMpkAoonRMCd](https://us02web.zoom.us/join/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMWVXZz09)

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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

TCTDA: 828-884-8900 / 800-648-4523, explorebrevard.com



8 attachments

 TCTDA Agenda (6-24-21).pdf
132K

 TCTDA Board Meeting Minutes (May 27, 2021).pdf
148K

 TCTDA Revenues & Expenditures (FY22 Budget) - For Board Consideration.pdf

17K

 **TCTDA Revenues & Expenditures (May, 2021).pdf**
38K

 **Occupancy Revenue (thru April, FY21).pdf**
85K

 **Black Mountain Trailhead Project, Phase III Funding Request-Pisgah Conservancy.pdf**
112K

 **TCT Contribution Request - DuPont Triple Falls Trail Consult.pdf**
153K

 **Lions Club LED Street Light Grant Application.pdf**
221K



Transylvania County Tourism Development Authority Minutes of 6/24/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Ali Lien, Jessica Whitmire

Absent: Tracie Trusler

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tessier, Jonathan Griffin, Kate Hayes, Dana Antonuccio

Call to Order – Layton Parker

Layton Parker called the meeting to order at 8:31 AM.

Public Hearing – Layton Parker

LP called a public hearing to discuss the proposed FY 2022 TCTDA Budget. He reviewed the presented and reviewed the budget, noting that there is one recommended change to what was presented last month and has been available for public viewing. The change is the creation of a line item for Destination Infrastructure Grants with a budget of \$30,000, with those funds being reduced from "Strategic Plan". This enables the Destination Infrastructure Committee to approve small grants directly without having to submit them for board approval. The bottom line of the expenditures did not change.

LP asked for any public comments. There were none. Public hearing was closed at 8:37.

Presentation of Minutes – Layton Parker

LP presented the minutes of the May 27, 2021 board meeting for review. David Guice made a motion to approve as presented. Dee Dee Perkins seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – Clark Lovelace shared that occupancy tax revenues continue to occur at record pace and expenditures continue to be close to budgeted amounts. He mentioned that there are some projects that committees want to support prior to year-end that will be discussed later in this meeting. There are two months of revenue and one month of expenses remaining in FY21. DG made a motion to approve the May financials as presented. DDP seconded the motion. Motion passed unanimously.

CL mentioned that subsequent to our last meeting he learned that it would be acceptable for the \$10,000 in funding for debris removal to come from the Transylvania Always expenditure account item instead of the Strategic Plan account. He recommended that we do so to more accurately reflect the rationale for the funding and to better capture the funding source in the future. DG made a motion to move the \$10,000 for debris removal from the Strategic Plan account to the Transylvania Always account as recommended. Mac Morrow seconded the motion. Motion approved unanimously.

Office Report and Tourism Update – CL stated that staff is working to update our FY22 grant standards and creating a new grant application with three paths, Tourism Marketing, Destination Infrastructure, and Transylvania Always. The new grant application will have a few additional requirements including submitting a W-9 and record-keeping protocols for approval by the grant based on some recommendations from Jonathan Griffin. Each committee will review their path, prior to board approval. More to come.

Chair Report – Layton Parker

Chamber/TCT Contract Update – LP shared that the Chamber and TCT had reached a contract for service agreement for FY22. The basic structure is the same as it has been, with a handful of changes to the agreement based on advice from attorneys.

LP explained that research and conversations continue on the best path forward. He believes that in the end it will be best to have a director and staff working directly for the TCT board and to continue to contract with the Chamber for visitor center services and rent of office space. At this point we are not ready to make a motion or share an official proposal. More research and work needs to occur.

Ecusta Trail – LP shared that the City of Brevard has taken recent action to take the lead on the funding and development of the trail in Transylvania County, specifically including the trail in a RAISE federal grant. The TCT board then discussed the Friends of the Ecusta Trail request for 1% of TCT funds for a five-year period. In the end it was determined that the board is unable to provide a quick answer to that request. The board expressed continued support for the trail and intent on funding support moving forward, but felt it best to speak with the Transylvania County Manager and Commissioners to ascertain their thoughts on the development of the trail, maintenance once completed, and more, as well as a conversation with the City of Brevard to learn more about their recent actions.

FY22 Budget Proposal – LP briefly reviewed the proposed budget which was covered earlier with an opportunity for public comment. DDP made a motion to approve the budget as presented with the one change. GB seconded the motion. Motion approved unanimously.

Miscellaneous – LP informed the Board that Tracie Trusler had resigned from her position on the TCT board and thanked her for her service. He asked for suggestions for an accommodation owner/operator to serve in her place. Ali Lein offered to step in as an accommodation owner/operator if it would be easier to find a member-at-large. GB suggested that someone from the Toxaway area might be a good fit and help with representation from the southern part of the county. CL reminded that whatever is decided, an official recommendation will need to be made to the County Commissioners.

Transylvania Always Committee Update – Aaron Baker

Transylvania Always Chair Aaron Baker presented a committee update. He reported that both the Be Waterfall Wise and the LIB Cleanup Crew campaigns were accomplished in the last six months and both received positive reviews. The Joel Branch Connector work has been completed. There is a scheduled ribbon cutting for 11am on July 9. The Pisgah Conservancy is doing a press release with input from TCT. TCT contributed an additional \$3K from the TAC to cover 1/3 of the funding for additional work required to finish the project. In the spring of 2021, the Transylvania Always Committee reached out to our public land managers this spring for shovel ready projects in support of the TAC mission. Three funding requests have been made.

- Triple Falls Consultation Funding request - \$2,500.
- Black Mountain Trailhead Project - \$30,000
- Butter Gap Area Trail Improvements - \$30,000

The committee recommendation is to have Triple Falls and Black Mtn approved as FY21 expenditures and use \$30,000 from the FY22 budget for Butter Gap. TAC is almost out of dedicated funds for FY21, having spent almost all of the \$75,000 that was allocated. It is worth noting that this dollar amount was lower than it would have been since the budget was set in the height of the pandemic impact on local tourism. This plan also ensures that the TAC will have plenty of available funds for FY22. As we've discussed, TAC expenditures are in a unique sweet spot in that they have a positive impact on visitors, take care of our destination, and show locals some of the good that tourism provides. To recap, the official committee recommendation is as follows: The Transylvania Always Committee feels that the Triple Falls request for \$2,500 and the Black Mountain request for \$30,000 are important tourism-related expenditures that align with the goals of our Transylvania Always initiative and move to approve both requests in full with any remaining funds from the budgeted FY21 Transylvania Always category, plus up to \$32,500 of additional funds. GB seconded. Motion passed unanimously.

Marketing Update – Market Connections

Karen Tessier asked if there were any questions about the marketing report that was sent in the advance packet. She highlighted that the website metrics are trending positively, the billboards are in place, the retargeted digital display ads program for our partners has been revamped. She presented photos from two recent photoshoots which focused on diversity in the outdoors and downtown. The recent Pink Bike sweepstakes had 3,460 entries, generated 749 email addresses and had over 10K impressions. In addition the Transylvania Always initiative has shown TCT to be a leader in the state of North Carolina with the work we are doing in regards to sustainability. The head of the North Carolina State Parks is using our Be Waterfall Wise safety campaign. KT mentioned that the Outdoor Economy Conference will be held October 12-15 in Cherokee NC.

Old Business

LP reminded the board that the Veterans History Museum of the Carolinas is on the agenda for next month and to please visit it prior to the July meeting if you haven't been recently. It was decided that for the next few months we will keep our meetings virtual, noting that while the chamber meeting space is comfortable, it does not allow for six feet of social distance.

New Business

TCT received a grant application from Scott Kuba/Lions Club for \$3K for Downtown LED Street Light Project Request. This grant was presented to the Destination Infrastructure Committee and DDP as committee chair, recommends that the grant be funded with \$3K coming from the FY21 budget. MM seconded the motion. Motion passed.

KT let everyone know that Nathan Jordan has left Market Connections to start his own photography and video production business.

Public Comment

None

Meeting Adjourn

LP made a motion made to adjourn meeting at 10:35. Seconded by DG. Motion passed.

Minutes respectfully submitted by Corey Gafnea



Clark Lovelace <clark@brevardncchamber.org>

July TCT Board Packet

Clark Lovelace <clark@brevardncchamber.org>

Tue, Jul 20, 2021 at 4:33 PM

To: "Ali Lien (TCT)" <ali@explorebrevard.com>, "David Guice (TCT)" <david@explorebrevard.com>, "Dee Dee Perkins (TCT)" <dd@explorebrevard.com>, "Grant Bullard (TCT)" <grant@explorebrevard.com>, "Jessica Whitmire (TCT)" <jessica@explorebrevard.com>, "Layton Parker (TCT)" <layton@explorebrevard.com>, "Libby Frøeman (TCT)" <libby@explorebrevard.com>, "Mac Morrow (TCT)" <mac@explorebrevard.com>

Cc: Mary Jo Gordon <mj@explorebrevard.com>, Corey Gafnea <corey@explorebrevard.com>, Jonathan Griffin <Jonathan.Griffin@transylvaniacounty.org>, Karen Tessier <ktessier@mktconnections.com>

TCT Board,

Our July board meeting is this Thursday, July 22, at 8:30am. It is virtual. Zoom information can be found at the bottom of this email. Directly below is a director's report and attached is the normal packet of information. Please read everything and let me know if you have any questions. If you're unable to attend, please email me and Corey at your earliest convenience if you haven't alerted us yet.

Director's Report

- **June Financials** - Attached are the normal financial reports with notes at the bottom of the R&E report as usual. There are a couple of items worth noting here as well:
 - As a reminder, June is the month that ends up with two months of occupancy tax returns, May and June. The attached includes May only. June occupancy revenues, plus a few expenses for June that came in after the month ended, will be added and an updated version will be presented next month.
 - The combination of the three months last year that were heavily impacted by COVID (March, April, May) and the incredible growth since that time have made comparison with last year problematic/skewed. Believe it or not, we actually have double the revenues through May of this year as we did last year at this time. But, that's having lost more than \$200K in revenue last spring. We were headed toward \$1.2M last year before the pandemic, but ended up with \$966K. Below is a recap of annual revenues for last few years to give some perspective on our growth, knowing that some of it is following a significant growth trend, some is likely a temporary boost due to the pandemic and some is likely more permanent due to the pandemic:
 - FY18 - \$794K (13% growth over prior year)
 - FY19 - \$926K (17%)
 - FY20 - using the \$1.2M we were headed toward pre-pandemic (30%)
 - FY21 - \$1.8M (50%)
- **2022 Board of Directors** - As covered at our last board meeting, Tracie Trusler has resigned from her board position. That creates an opening for an "Accommodations Owner/Operator" term. It ends at the end of this year, so it would realistically be to finish this term and serve the new three-year term starting on January 1. And, I'm sad to say that after six years of giving his intelligent input and sage advice, we'll have to say goodbye to Grant Bullard at the end of this year. His position is "Interested Individual." We should start thinking about recommendations to the commissioners for that position as well.
- **Marketing Committee Openings** - With Tracie's departure, the Marketing Committee could use another board member to serve. It usually has 3 board members and 2-3 non-board members. It is currently represented by Layton and Dee Dee (chair) from the board. Let me or Dee Dee know if you're interested. Also of note, we had three non-board members, but Bob Andrews left the area and we just found out that Kat Warner is leaving BMC. So, we need one or two more. If you have a suggestion, let me or Dee Dee know. Ideal is a tourism business owner/operator with good marketing skills (like Layton and Dee Dee) or the marketing person for a tourism business (like Kat).
- **Tourism Grant Program** - The grant committee met recently and approved a \$3,000 grant request in support of the 2021 Silvermont Pumpkin Fest. Let Corey know if you would like more information.
- **Bike Repair Station at Visitor Center** - Attached is a photo of the newly installed bike repair station. Partners were TCT, Chamber, City of Brevard and Blue Ridge Bicycle Club. A sticker will be added with logos for each and we'll then do a ribbon cutting and press release.
- **Committee Presentation Schedule** - As a reminder, here is the committee presentation schedule for the remainder of the year.
 - July - None
 - August - Market Connections, Destination Infrastructure

- o September - Transylvania Always
- o October - Market Connections, Marketing
- o November/December - Finance, Destination Infrastructure
- o Note that the Nov/Dec meeting is on Thursday, December 2, due to the holidays around the 4th Thursday of those months.
- **BMC Opportunity** - As a part of our advertising package with BMC, we are the sustaining sponsor of this Saturday's Beethoven 5 concert. As such, we have access to a few tickets if any of you are interested. Please let me know ASAP. if you are.

I think that covers everything for now. As always, let me know if any questions.

Clark Lovelace is inviting you to a scheduled Zoom meeting.

Topic: TCT Board Meeting
 Time: Jul 22, 2021 08:30 AM Eastern Time (US and Canada)
 Every month on the Fourth Thu, until Oct 28, 2021, 4 occurrence(s)
 Jul 22, 2021 08:30 AM
 Aug 26, 2021 08:30 AM
 Sep 23, 2021 08:30 AM
 Oct 28, 2021 08:30 AM

Please download and import the following iCalendar (.ics) files to your calendar system.
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 Find your local number: <https://us02web.zoom.us/j/86183087352?pwd=Y1lpNkZ2SHI3RkZsb24yWUEwMlVJbWpkAaonRmCld>






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6 attachments

Bike Repair Station.jpg
 204K



-  **TCTDA Agenda (7-22-21).pdf**
145K
-  **TCTDA Board Meeting Minutes (June 24, 2021) .pdf**
160K
-  **Occupancy Revenue (thru May, FY21).pdf**
86K
-  **TCTDA Revenues & Expenditures (May, 2021).pdf**
38K
-  **TCT Marketing Report (July, 2021).pdf**
160K



Transylvania County Tourism Development Authority Minutes of 7/22/21 Virtual Board Meeting

Present: Grant Bullard, Layton Parker, Libby Freeman, David Guice, Dee Dee Perkins, Jessica Whitmire, Ali Lien

Absent: Mac Morrow

Staff Present: Clark Lovelace, MJ Gordon, Corey Gafnea

Guests Present: Karen Tèssier, Jonathan Griffin, Larry Chapman, Ken Corn, David Morrow

Call to Order – Layton Parker

Layton Parker called the meeting to order at 8:31 AM.

Presentation of Minutes – Layton Parker

LP presented the minutes of the June 24, 2021 board meeting for review. Dee Dee Perkins made a motion to approve as presented. David Guice seconded. Motion passed.

Director's Report – Clark Lovelace

Financials – CL referenced his comments with the financials in the advance packet and noted that ultimately June financials will include both May and June occupancy tax returns. These only include May. He will share updated June financials at the August meeting. There were no questions.

Office Report and Tourism Update – CL stated that staff is continuing to work on FY22 grant standards and noted that tourism grants will now cap at \$5,000. The Transylvania Always and Destination Infrastructure committees are continuing to reach out to partners to look for good projects to fund. He asked if any questions on his update with the advance packet. There were none.

Guest Speakers Veteran's Museum of the Carolinas – Larry Chapman, Ken Corn, David Morrow

The Veteran's Museum of the Carolinas has a digital campaign to drive visitors to the Museum. Ingles sponsored the campaign. This campaign has been very effective. The total visitation from June 23 - July 14 was 577 people. Higher visitation can be linked to digital marketing. The average time spent in the museum is one hour. All of the docents are veterans. There is a very authentic community supporting the museum and it is one of a handful of heritage sites in the county. While the need for funding support was broached, no specific request was made. Clark shared that TCT does not provide general funding support for basic operations for the many worthwhile nonprofits in Transylvania County, but it does support specific programs or events on a case-by-case basis. TCT is working on an update to their funding process and will share that information when completed.

Chair Report – Layton Parker

Ecusta Trail – There are still a lot of questions. What happens if the RAISE grant falls through? Will City of Brevard still take the lead on the funding and development of the trail in Transylvania County? We're trying to set up a meeting with City Manager Jim Fatland to discuss. The closing is scheduled for the end of next week.

2022 TCT Board of Directors – LP noted that Tracie's position as an accommodation owner member needs to be filled. It could be a member at-large position if Ali Lien moves into an accommodation owner position. Another at-large seat will need to be filled at the end of the year to fill Grant's spot. An application needs to be filled out to apply for any open positions. Layton Parker's term as president/board ends December 2022. Options were discussed. When asked Clark shared that the bylaws allow for an individual to serve two consecutive terms. The resolution that created the TCTDA states that the county commissioners appoint the chair. Libby made a motion to recommend that the county commissioners appoint Layton Parker as chair for the next two years. David Guice seconded the motion. Motion passed unanimously.

Chamber/Tourism Contract Options – Jonathan Griffin

Jonathan Griffin made a presentation to update the board on options as they consider the best structure moving forward. He emailed his slide show to board members as well.

Old Business

None

New Business

Corey reminded that board members are provided a branded golf shirt to promote our organization. She will reach out via email.

LP took a quick straw poll and determined that it is appropriate for our next meeting to be held via zoom. GB offered Gwynn Valley as a meeting place, plenty of open covered outdoor space to meet. LP indicated that we may consider that at the next meeting.

Public Comment

None

Meeting Adjourn

LP made a motion to adjourn the meeting at 10:41.

Minutes respectfully submitted by Corey Gafnea