

# HCTDA Board Meeting Minutes

June 28, 2023

## Lake Junaluska Bethea Welcome Center

**Members/Staff Present:** Jim Owens, Kristian Owen, Mike Huber, Kelsie Baker, Dr. Shelley White, Gail Mull, Melissa Clark, Jennifer Best, Jeff Hillis, Corrina Ruffieux, Hayley Printz, Amie Newsome, Ashley Rock-Rice

**Members Absent:** David Francis, Jon Feichter, Twinkle Patel, Scot Blair, Tammy Wight

1. **Call to Order** – Acting Chairman Mike Huber called the HCTDA Board Meeting to order at 9:01 AM.
2. **Introductions** – Members and staff present introduced themselves.
3. **Adjustment to Agenda** – Chris Corbin is not in attendance, so we will acknowledge his service without him present. Will add item 9E for a contract with Zartico for \$25,000.
4. **Public Comment Session** – Jane Mauer showed the newest edition of the Smokies Guide and highlighted the shuttle service to certain trail spaces and the Ranger Program. There was also a rockslide a few days ago due to heavy rain, so there is a link to obtain closure information.
5. **Board Comments** – Mike Huber thanked the TDA staff for their hard work with the move. Dr. Shelley White mentioned that the Cataloochee painting that was located at the TDA Visitor Center is now located at the HCC library. Mike also announced that the elk statue is in its new home in the garden in front of the Bethea Welcome Center.
6. **Consent Agenda**
  - a) Request approval of minutes – May 24<sup>th</sup>, 2023
  - b) Request approval of minutes – May 31<sup>st</sup>, 2023

Jeff Hillis made a motion to approve. Jim Owens seconded the motion. Motion passed unanimously.

## 7. Finance Reports

- a) May financial report – Kristian Owen
  - Total checking/savings - \$2,701,765.78
  - Total assets - \$2,703,871.81
  - NC income tax - \$881.00
  - Total other current liabilities - \$1,214.11
  - Net position as of July 1 - \$2,517,103.05
  - Change in net position - \$185,554.65
  - Total liabilities & net position - \$2,703,871.81
  - Total income May - \$185,783.97
  - Total income YTD - \$2,375,052.62
  - Total expenses May - \$133,918.17
  - Total expenses YTD - \$2,189,497.97
  - Change in net position YTD - \$185,554.65
- b) Occupancy tax reports – Corrina Ruffieux

## 8. Old Business

- a. Proposed new slate of officers and personnel committee chair to be effective July 1, 2023; Officers term for a period of one year, July 1, 2023 - June 30, 2024

Chair – Jim Owens, Vice Chair – Shelley White, Treasurer – Mike Huber, Personnel Chair – Jeff Hillis | VOTE

Melissa Clark made a motion to approve the new roles, as presented. Kelsie Baker seconded the motion. Motion passed unanimously.

- b. FY 2022-2023 year end Budget Amendment One, reverse incorrect Budget Amendment dated March 29 | VOTE

Dr. Shelley White made a motion to reverse the incorrect budget amendment and adopt the corrected one, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.

- c. FY 2022-2023 year end Budget Amendment Two | VOTE

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

- d. FY 2022-2023 year end Budget Amendment Three | VOTE

Jim Owens made a motion to approve the budget amendment, as presented. Melissa Clark seconded the motion. Motion passed unanimously.

- e. FY 2023-2024 Budget Ordinance | VOTE

- i. Made edit to section 1 – remove “administration” from “wages & benefits administration”.

Dr. Shelley White made a motion to approve the budget ordinance, with the one change. Jim Owens seconded the motion. Motion passed unanimously.

- f. Acknowledge Budget Ordinance Section 5 conflicts with current Bylaws and reaffirm that the Budget Ordinance shall govern until such time as revised Bylaws are adopted. | VOTE

Jim Owens made a motion to acknowledge that our bylaws and budget ordinance conflict with each other and that the budget ordinance shall govern for this fiscal year. Jeff Hillis seconded the motion. Motion passed unanimously.

- g. Ratify agreements signed prior to the Item F vote | VOTE

- i. Managed IT Services with ADNS \$12,250
  - ii. Extension of contractual Elk Fest 2022 commitment with Nu Blu \$3000
  - iii. We Chose Adventure influencers \$3000
  - iv. Wander App \$13,840
  - v. Allison Outdoor Maggie Valley Billboard \$5226

Jim Owens made a motion to ratify the signed contracts. Jeff Hillis seconded the motion. Motion passed unanimously.

## 9. New Business

- a. Request to roll over FY 2022-2023 1% funding | VOTE

- i. Town of Canton Kids Bicycle Playground \$2400
  - ii. Downtown Waynesville Commission Alleyway Mural \$5000

Jeff Hillis made a motion to approve the rollover of funding, providing that the projects are completed by December 31, 2023. Jim Owens seconded the motion. Motion passed unanimously.

- b. Request for partial payment on a OTPF grant. Project is not complete yet.

Mike Huber abstained. Kelsie Baker made a motion to approve partial payment, as presented. Jim Owens seconded the motion. Motion passed unanimously.

- c. FY 2023-2023 Contracts for Crawford | VOTE

- i. Master Services agreement – general contract that applies to all SOW
  - ii. Scope of Work – detailed agreement outlining agreed upon work

Jim Owens made a motion to approve the contract, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.

d. Proposed new Marketing Committee composition and guidelines |VOTE

Dr. Shelley White made a motion to approve. Melissa Clark seconded the motion. Motion passed unanimously.

e. Request motion to authorize Executive Director to sign \$25,000 contract with Zartico for mobile device data platform. |VOTE

Gail Mull made a motion to authorize the Executive Director to sign the contract. Jim Owens seconded the motion. Motion passed unanimously.

**10. Staff Reports/Announcements**

- a. We've moved! Update on PR RFP; streamlining advertising; new partner FB page; who wants to attend upcoming events in July; new BOD member suggestions.
- b. Next meeting August 23, 2023
- c. Adjournment

Jim Owens made a motion to adjourn. Jeff Hillis seconded the motion. Motion passed unanimously. Acting Chairman Huber adjourned the meeting at 10:13 AM.

**11. Other**

- a. Acknowledge Chris Corbin years of service

**HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY  
FISCAL YEAR 2023-2024  
BUDGET ORDINANCE**

BE IT RESOLVED by the Board of Directors of the Haywood County Tourism Development Authority THAT:

**Section 1.**

The following amounts are hereby appropriated for the operation of the public authority and its activities for the fiscal year beginning July 1, 2023, and ending June 30, 2024, in accordance with the chart of accounts therefore established for this authority:

1% Expenses	\$ 902,375
Wages & Benefits	\$ 537,000
Administration & Operations	\$ 269,125
Capital Outlay	\$ 34,500
Marketing & Sales	\$ 1,134,000
Product Development	<u>\$ 821,131</u>
<b>TOTAL</b>	<b>\$ 3,698,131</b>

**Section 2.**

It is established that the following revenues will be available for the fiscal year beginning July 1, 2023, and ending June 30, 2024.

Occupancy Tax Revenue	\$ 3,050,000
Other Revenue	\$ 122,000
Fund Balance Appropriation	<u>\$ 526,131</u>
<b>Revenue Total</b>	<b>\$ 3,698,131</b>

**Section 3.**

Occupancy Tax revenues are based on a 4 percent tax levied by Haywood County "derived from the rental of any room, lodging, or similar accommodation furnished by any hotel, motel, inn, tourist camp, or other similar place within the county now subject to the sales tax imposed by the State under G.S. 105-164.4 (3);" and remitted to Haywood County Tourism Development Authority by Haywood County after a percentage reduction for the County's administrative costs. The percentage reduction is defined as "3 percent of the first \$500,000 of gross receipts and 1 percent of the remaining gross receipts each year." These funds are to be expended "only to further the development of travel, tourism, and conventions in the county through State, national and international advertising and promotion."

Section 4.

The Executive Director is authorized to transfer amounts between objects of expenditure within a department but is not authorized to transfer amounts from contingency appropriation or fund balance without approval of the Board of Directors of the Tourism Development Authority.

Section 5.

The Executive Director is hereby authorized to execute the necessary agreements within funds included in the Budget Ordinance for the following purposes:

- A. Execute grant agreements between public and non-profit agencies;
- B. Leases of normal and routine business equipment;
- C. Consultant, professional, or maintenance service agreements up to an anticipated contract amount of \$20,000 and with terms within the budget year;
- D. Purchase of apparatus, supplies, and materials where formal bids are not required by law

Section 6.

Copies of the Budget Ordinance shall be furnished to the Budget Officer, the Finance Director, and any other officers, employees or board members for direction in the carrying out of their duties.

ADOPTED THIS 28th DAY OF June, 2023



Michael Huber, Acting Chair

Haywood County Tourism Development Authority

ATTEST:

  
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David Francis, Finance Committee Chair  
Haywood County Tourism Development Authority

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY  
BUDGET ORDINANCE AMENDMENT  
FISCAL YEAR 2022-2023

BE IT ORDAINED by the Members of the Haywood County Tourism Development Authority that the following amendment be made to the budget ordinance for the fiscal year ending June 30, 2023.

Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Advertising	537221	650,000	6,000	656,000
Visitor Guide Printing	537301	40,000	4,273	44,273
Marketing	537101	40,000	(10,273)	29,727
28721 Clyde Promo	549910	25,382	(7,317)	18,065
28721 Clyde TR	549911	12,683	7,317	20,000
28745 Lake Junaluska Promo	549914	63,610	(1,275)	62,335
28745 Lake Junaluska TR	549915	18,225	1,275	19,500
28751 Maggie Valley Promo	549916	293,956	(35,865)	258,091
28751 Maggie Valley TR	549917	117,135	35,865	153,000
Purchase for Resale	527001	13,800	10,790	24,590
Group Sales Marketing	537801	12,400	(11,190)	1,210
Liability Insurance	545101	7,550	400	7,950
Postage	532201	13,237	4,000	17,237
Group Sales Travel Out of County	537804	11,700	(4,000)	7,700
Contingency	599101	62,813	63,000	125,813
<b>TOTAL</b>			<b>\$63,000.00</b>	

This amendment will result in a net increase/(decrease) of \$63,000.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget
Investment Earnings 3%	483491	500	47,000	47,500
Investment Earnings 1%	483492	75	16,000	16,075
<b>TOTAL</b>			<b>\$63,000.00</b>	

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 28th day of June, 2023.

  
Acting Chair  
Haywood County Tourism Development Authority

ATTEST:  
  
Secretary to the Board

Explanation: See attached sheet.

**June 2023 Amendment 1 Explanations**

The primary purpose of this amendment is to reverse the unbalanced amendment adopted on 03.29.2023 and adopt a corrected one. All items as described on the 03.29.2023 amendment are listed below.

**Expenses**

Advertising increased to cover cost of Wander app  
Visitor Guide printing increased due to reprint of VG cover  
Marketing line item reduced to cover Advertising and VG increases  
1% Zip Code Promo & Tourism Related Dunding line items changed based on grants awarded in each category  
Purchases for Resale increased due to purchase of GSMNP Parking Passes that are being sold at the TDA Visitor Center  
Group Sales Marketing reduced to cover increase for Purchase for Resale and increase in Liability Insurance  
D&O Liability increased for upcoming year  
Postage increased due to more requests for Visitor Guides and increased cost to mail new Visitor Guide  
Group Sales Out of County decreased to cover postage increase  
Contingency increased to account for additional revenue from increased investment earnings

**Revenue**

3% & 1% Investment Earnings increases due to interest rate recovery

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY  
BUDGET ORDINANCE AMENDMENT  
FISCAL YEAR 2022-2023

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Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Purchases/ Resale	527001	24,590	10,000	34,590
Non-Expendable Office Supp	529901	2,500	1,725	4,225
Repair & Maintenance	535201	9,300	1,500	10,800
Rent	541301	32,400	9,030	41,430
Liability Insurance	545101	7,950	1,050	9,000
Bank Charges	549902	3,500	2,000	5,500
Prof. Svcs - Contract Svcs	519203	152,000	20,000	172,000
Out of County Travel	531201	7,875	10,000	17,875
Contingency	599101	125,813	(55,305)	70,508
<b>TOTAL</b>			<b>\$0.00</b>	

This amendment will result in a net increase/(decrease) of \$0.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 28th day of June, 2023.

  
\_\_\_\_\_  
Acting Chair  
Haywood County Tourism Development Authority

ATTEST:-  
  
\_\_\_\_\_  
Secretary to the Board

Explanation: See attached sheet.

**June 2023 Amendment 2 Explanations**

This amendment covers a variety of FYE items, shifting Contingency to account for expenses as outlined.

**Expenses**

Purchases / Resale increased due to continued sales of GSMNP parking tags  
Non-Expendable Office Supplies increased to cover purchase of a new shredder and kitchen cabinet  
Repair & Maintenance increased to cover a variety of expenses including cleaning, vehicle repairs, HVAC fees, etc.  
Rent increased due to relocation and required payments to both locations for two months  
Liability Insurance increased due to commercial bond insurance limit increase  
Bank Charges increased to cover credit card late payment fees and IRS 941 late payment penalty  
Prof. Svc - Contract Svcs increased to cover additional marketing projects with Crawford  
Out of County Travel increased to cover Executive Director relocation allowance  
Contingency decreased to account for all of the above

**Revenue**  
None

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY  
BUDGET ORDINANCE AMENDMENT  
FISCAL YEAR 2022-2023

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Section 1. To amend the General Fund, the expenditures are to be charged as follows:

Department	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Capital - Office Furniture & Equipment		-	3,700	3,700
Capital - Leasehold Improvements		-	7,000	7,000
Admin - Prof Svcs - Managed IT		-	2,000	2,000
Admin - Prof Svcs - Other		-	1,200	1,200
Contingency	599101	70,508	(13,900)	56,608.00
<b>TOTAL</b>			<b>\$0.00</b>	

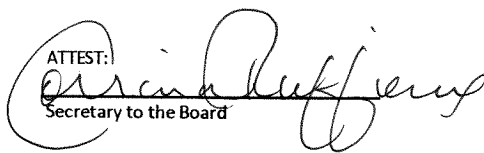
This amendment will result in a net increase/(decrease) of \$0.00 in the expenditures in the General Fund.

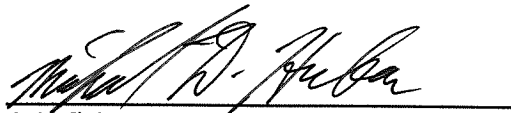
To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

Revenue	Account Number	Current Budget	Increase (Decrease)	Amended Budget

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 28th day of June, 2023.

ATTEST:  
  
Secretary to the Board

  
Acting Chair  
Haywood County Tourism Development Authority

Explanation: See attached sheet.

**June 2023 Amendment 3 Explanations**

Addition of budget items to appropriately categorize expenses

**Expenses**

- Add Capital - Office Furniture & Equipment for new laptop and desk purchase
- Add Capital - Leasehold Improvements for new office renovation work
- Add Admin - Prof. Svcs - Managed IT for new IT provider
- Add Admin - Prof. Svcs - Other for architect fees expensed due to relocation
- Contingency decreased to account for all of the above

**Revenue**  
None