

HCTDA Board Meeting Minutes
September 27, 2023
Lake Junaluska Bethea Welcome Center

Members/Staff Present: Jim Owens, Mike Huber, Jeff Hillis, Scot Blair, Dr. Shelley White, Kristian Owen, Jon Feichter, Kelsie Baker, Tammy Wight, Twinkle Patel, Gail Mull, Ashley Rock-Rice, Amie Newsome, Hayley Printz, Corrina Ruffieux

Members Absent: David Francis, Melissa Clark, Natalie Hawkins, Jennifer Best

Guests Present: Jean Boucher, Brionna Dallara

1. **Call to Order** – Chairman Jim Owens called the HCTDA Board Meeting to order at 9:04 AM.
2. **Introductions** – Guests present introduced themselves.
3. **Adjustment to Agenda** - None
4. **Public Comment Session** – None
5. **Board Comments** - None
6. **Consent Agenda**
 - a) Request to approve minutes from August 23, 2023
Tammy Wight made a motion to approve the minutes, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.

7. Finance Reports

Kristian Owen presented the June, July, and August finance reports as follows:

- a) June 2023
 - Total Checking/Savings - \$2,604,080.92
 - Total Other Current Assets - \$5,392.00
 - Total Assets - \$3,333,080.32
 - Total Current Liabilities - \$87,905.85
 - Total Liabilities - \$254,806.85
 - Pension Deferrals - \$97,721.00
 - Total Net Position - \$3,099,285.47
 - Total Income June - \$783,408.91
 - Total Income YTD - \$3,158,473.31
 - Total Expenses June - \$377,020.98
 - Total Expenses YTD - \$2,555,662.52
 - Change in Net Position June - \$403,401.37
 - Change in Net Position YTD - \$599,824.23

b) July 2023

- Total Checking/Savings - \$2,684,220.44
- Total Assets – 3,171,907.77
- Total Liabilities - \$200,068.56
- Total Net Position - \$2,992,851.21
- Total Income July - \$13,721.86
- Total Income YTD - \$13,721.86
- Total Expenses July - \$115,266.69
- Change in Net Position July - (\$101,544.83)

c) August 2023

- Total Checking/Savings - \$2,856,263.77
- Total Assets - \$3,023,732.97
- Total Liabilities - \$199,914.69
- Total Net Position - \$2,844,830.28
- Total Income August - \$24,384.42
- Total Income YTD - \$38,106.28
- Total Expenses August - \$172,405.35
- Total Expenses YTD - \$287,672.04
- Change in Net Position YTD - (\$249,565.76)

d) Occupancy tax reports – Corrina Ruffieux presented occupancy tax data, Smith Travel Research and AirDNA data. The analysis shows that the supply of short term rentals has increased across WNC, along with an increase in revenue. All Haywood County zip codes saw an increase in bookings from June-August. Supply for hotels/motels remained the same, while demand and revenue decreased slightly. Supply and demand for short term rentals has grown from 2022 to 2023.

8. Old Business – None

9. New Business

- a. Review occupancy tax penalty waiver request – Lake Junaluska Assembly
 - Twinkle Patel made a motion to make the recommendation to the BOCC to waive the penalty. Tammy Wight seconded the motion. Motion passed unanimously. Mike Huber recused himself.
- b. Recommendations regarding 1% grants from Product Development Committee.
 - For FY 23/24, the PDC recommends opening a second round of 1% grant funding if the zip code has over \$5,000 available to distribute. Staff recommends including a minimum threshold of \$2000 for individual grant applications. This grant cycle will be for promotional funding only.
 - The suggested timeline for the second-round grant cycle is as follows:
 - November 27 – Grant cycle opens for applications
 - January 1 – Application deadline 5PM
 - January 2 – 5 - HCTDA internal review of applications, compile master list
 - January 9 - Send applications to PDC members for review
 - January 16 or 18 – PDC Meeting
 - January 24 – TDA Board meeting
 - January 31 – Send recipient award letters

- For FY 24/25, the PDC recommended holding Tourism Capital funding and only awarding Promotional grant funding until after the Tourism Master Plan is complete. They recommended instituting a minimum of \$2,000 for each grant request.
- The suggested timeline for the FY 24/25 grant funding cycle is as follows:
 - March 6 (3PM) and 8 (9AM)– Mandatory grant workshops
 - March 22 - Grant cycle open
 - April 26 – Application Deadline 5PM
 - April 29 – May 3 – HCTDA Internal review of applications, compile master list
 - May 7 – Send applications to PDC members for review
 - May 13 – 17 – PDC Meeting
 - May 22 – TDA Board Meeting
 - May 29 - Send recipient award letters
- Mike Huber made a motion to approve the recommendations as presented. Dr Shelley White seconded the motion. Jon Feichter and Tammy Wight opposed. Motion passed.

10. Staff Reports/Announcements

- a. ESTO – Ashley Rock-Rice and Amie Newsome
- b. Outdoor Economy Conference – Corrina Ruffieux
- c. RFPs
- d. Save the date – November 29 4PM-5:30PM. Public & Media Relations Partner training session
- e. Next TDA Board meeting is November 1, 2023
- f. Adjournment

11. Other

Tammy Wight made a motion to adjourn the meeting, Twinkle Patel seconded the motion. Meeting adjourned at 9:50 AM.