

HCTDA Board Meeting Minutes
November 1, 2023
Lake Junaluska Bethea Welcome Center

Members/Staff Present: Jim Owens, Mike Huber, Kelsie Baker, Jennifer Best, Melissa Clark, Kristian Owen, Natalie Hawkins, Tammy Wight, Jeff Hillis, Scot Blair, Ashley Rock-Rice, Amie Newsome, Hayley Printz, Corrina Ruffieux

Members Absent: Twinkle Patel, Dr. Shelley White, Gail Mull, Jon Feichter, David Francis

Guests Present: Brionna Dallara

1. **Call to Order** – Chairman Jim Owens called the HCTDA Board Meeting to order at 9:01 AM.
2. **Introductions** – None
3. **Adjustment to Agenda** – Will defer the Rail Rovers item from Staff Reports to a later meeting.
4. **Public Comment Session** – None
5. **Board Comments** – Jeff Hillis announced they will be hosting a National Bison Day event this weekend. They will be having treats for attendees, and they can bring their pumpkins to feed to the bison. The event is Saturday 1-4PM.

Jeff also announced that there will be a ribbon cutting at the Tanglewood Motel, which has been converted to an antique shopping store.

6. Consent Agenda

- a) Request to approve minutes from September 27, 2023
 - Tammy made a motion to approve the consent agenda. Jeff Hillis seconded the motion. Motion passed unanimously.

7. Finance Reports

Kristian Owen presented the September finance reports as follows:

- Total Checking/Savings - \$3,062,383.31
- Total Current Assets - \$3,062,583.31
- Total Fixed Assets - \$30,916.63
- Total Assets - \$3,218,120.94
- Total Liabilities - \$208,984.13
- Change in Net Position - (\$64,247.23)
- Total Net Position - \$3,030,148.81
- Total Income September- \$389,919.01
- Total Income YTD - \$427,994.02
- Total Expenses September - \$204,211.89
- Total Expenses YTD - \$492,241.25

- Change in Net Position YTD – (\$64,247.23)
- b) Occupancy tax reports – Corrina Ruffieux presented occupancy tax data. The month of August was up 12% from last year. Our hotels/motels are down slightly, and STR are up slightly, which is the trend for all of Western NC.

8. Old Business

- a) Request for revisions to previously approved grants from Downtown Waynesville and partners for Haywood Heritage Weekend.
 - Tammy Wight made a motion to approve the revisions, as presented. Scot Blair seconded the motion. Motion passed unanimously.
- b) Request to approve contract and scope of work for Destination Branding and Master Plan, as presented, and to approve Corrina Ruffieux to sign the contract.
 - Jeff Hillis made a motion to approve to approve the contract and scope of work, and to approve Corrina Ruffieux to sign the contract. Kelsie Baker seconded the motion. Motion passed unanimously.
- c) Request approval of budget amendment to accommodate above contract.
 - Tammy Wight made a motion to approve the budget amendment, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.

9. New Business - None

10. Staff Reports/Announcements

- a. 1% Grants
- b. Ice Festival Weekend and Sponsorships
- c. PR Update and Partner Event
- d. Upcoming Board Vacancy
- e. Next TDA Board meeting is November 29, 2023
- f. Adjournment

11. Ten Minute Media Communication Session

Tammy Wight made a motion to adjourn the meeting, Jeff Hillis seconded the motion. Meeting adjourned at 9:38 AM.