

HCTDA Board Meeting Minutes
November 29, 2023
Lake Junaluska Bethea Welcome Center

Members/Staff Present: Jim Owens, Mike Huber, Scot Blair, Jon Feichter, Kelsie Baker, David Francis, Kristian Owen, Natalie Hawkins, Dr. Shelley White, Jeff Hillis, Gail Mull, Ashley Rock Rice, Amie Newsome, Hayley Printz, Corrina Ruffieux

Members Absent: Melissa Clark, Tammy Wight, Jennifer Best, Twinkle Patel

Guests Present: Brionna Dallara, Rob Hites

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** – None
4. **Public Comment Session** – None
5. **Board Comments** – Jeff Hillis announced that this Saturday is national Train Day. Buffalo Creek Vacations will be opening their train museum with a huge train display and will have hot cocoa and coffee in their game room. Hours are 12-4 PM.
6. **Consent Agenda**

- a) Request to approve minutes from November 1, 2023
 - Jeff Hillis made a motion to approve. Mike Huber seconded the motion. Motion passed unanimously.

7. Finance Reports

Kristian Owen presented the September finance reports as follows:

- Total Checking/Savings - \$3,207,009.72
- Total Current Assets - \$200.00
- Total Fixed Assets - \$30,916.63
- Total Assets - \$3,362,747.35
- Total Liabilities - \$206,763.97
- Total Net Position - \$3,176,995.38
- Total Income October- \$327,193.96
- Total Income YTD - \$755,187.98
- Total Expenses October - \$180,347.39
- Total Expenses YTD - \$672,588.64
- Change in Net Position October - \$146,846.57
- Change in Net Position YTD – \$82,599.34

- b) Occupancy tax reports and lodging data—Corrina Ruffieux presented occupancy tax data that shows we continue to trend upwards, with September being up nearly 7%. For lodging data, the hotel/motel continues to be flat, while short term rentals are increasing. Short-term rental supply and demand were both up in October.

8. Old Business

- a) Second request for revisions to previously approved grants from Downtown Waynesville and partners for Haywood Heritage Weekend due to Folkmoot's decision to decline the grant.
 - Kelsie Baker made a motion to approve option A, to accept Folkmoot's decline of the grant funding and accept the event as a two-day event. Jeff Hillis seconded the motion. Scot Blair recused himself. Motion passed unanimously.
- b) Request approval of budget amendment to accommodate Ice Festival fiscal agent status
 - Dr. Shelley White made a motion to approve the budget amendment, as presented. Mike Huber seconded the motion. Motion passed unanimously.
- c) Sincere thanks and appreciate to Tammy Wight
- d) Melissa Clark will also be rolling off the Board, due to Blue Mountain Realty Group leaving the short-term rental business at the end of 2023.

9. New Business – None

10. Staff Reports/Announcements

- a) Zartico data, NJF visit and partner session, Ice Festival Weekend update, 1% grants second round, Master Plan & Destination Branding dates, Visit NC Smokies Holiday hours
- b) Next TDA Board meeting is January 24, 2024
- c) Adjournment

11. Ten Minute Media Communication Session

Jeff Hillis made a motion to adjourn the meeting. Mike Huber seconded the motion. Meeting adjourned at 9:50 AM.