

HCTDA Board Meeting Minutes
January 24, 2024
Lake Junaluska Bethea Welcome Center

Members/Staff Present: Jim Owens, Mike Huber, Corrina Ruffieux, Kelsie Baker, Jennifer Best, Kristian Owen, Angela Frisbee, Chad King, Natalie Hawkins, Dr. Shelley White, Jeremy Boone, Ashley Rock-Rice, Amie Newsome, Hayley Printz, Jeff Hillis

Members Absent: David Francis, Scot Blair

Guests Present: Travis Kever, Jeanne Forrest, Brionna Dallara

1. **Call to Order** – Chairman Jim Owens called the HCTDA Board Meeting to order at 9:00 AM.
2. **Adjustment to Agenda** – Travis Kever from Gould Killian CPA Group will present the 2023 audit prior to doing introductions.
3. **Presentation of FY 2022-2023 Audit** – Travis Kever stated that they presented a clean audit opinion, which is the highest opinion they can issue. They also issued an internal control of the checks and balances, and did not identify weaknesses in internal control, so there were no audit findings. Travis highlighted exhibit 3 on page 13, the TDA had cash on hand 2.3 million. Occupancy tax rates increased 4%. Investment earnings were \$70,000, which is great because last year's earnings were only \$1,500.
4. **Welcome New Board Members**- Jim Owens welcomed 3 new members, Angela Frisbee from Route 19 Inn representing more than 20 units, Chad King from The Yellow House B&B representing 20 units or less, and Jeremy Boone from Springdale Resort representing 20 units or less.
5. **Introductions** – TDA Board introduced themselves to new members
6. **Public Comment Session** – None
7. **Board Comments** – Jim Owens announced that Gail Mull and Jon Feichter's terms expired on December 31, 2023, but we have recently been made aware that per 2007 HB1013 each municipality must submit two (2) candidates to the Board of Commissioners for each position, and one (1) will be appointed.
8. **Consent Agenda**
 - a) Request to approve minutes from November 29, 2023

Dr. Shelley White made a motion to approve the minutes, as presented. Natalie Hawkins seconded the motion. Motion passed unanimously.

9. Finance Reports

Kristian Owen presented the December finance reports as follows:

- Total Checking/Savings - \$3,561,315.98
- Total Current Assets - \$200
- Total Fixed Assets - \$25,260.81
- Total Assets - \$3,599,259.79
- Total Deferred Outflows of Resources - \$168,884.00
- Net Pension Liability – \$246,530.00
- Total Liabilities - \$267,345.52
- Change in Net Position – \$440,762.59
- Total Net Position - \$3,496,977.27
- Total Income December - \$426,629.09
- Total Income YTD - \$1,517,726.30
- Total Expenses December - \$271,409.85
- Total Expenses YTD – 1,076,963.71
- Change in Net Position December – 155,219.24
- Change in Net Position YTD –440,762.59

- b) Occupancy tax reports and lodging data– Corrina Ruffieux presented occupancy tax data showing that our seasonal variance is consistent from year to year. AirDNA data shows that Canton and Clyde had an increase in STR units booked. AirDNA shows that hotel/motel revenue is down slightly, while STR revenue is up slightly. Lodging supply and demand data shows that we have more STRs coming on the market.

10. Old Business

FY 2023-2024 Second round grants

- a. Haywood Historic Farmer's Market
 - i. The PDC unanimously recommends funding this grant for \$2,925, as the full amount presented for the Marketing budget.
- b. Stepping Into Spring
 - i. The PDC unanimously recommends funding this grant in full for \$3,148 with the stipulation that Axe & Awl receive and submit letters of support from Orchard Coffee and the Downtown Waynesville Commission to help support promotion of the event.
- c. Canton Merchant's Partnership
 - i. The PDC unanimously agreed not to recommend funding because it is a duplication of efforts that the HCTDA is already doing and doesn't fit the grant guidelines.

Mike Huber made a motion to approve the grants as recommended by the Product Development Committee. Natalie Hawkins seconded the motion. Motion passed unanimously.

11. New Business

Vote on balance of 2023-2024 Board Meeting Schedule

February 28

March 27

April 24

May 22 – Annual budget forum

June 26 – Annual Meeting, adopt budget, elect board officers

Jeff Hillis made a motion to approve the board meeting schedule, as posted. Natalie Hawkins seconded the motion. Motion passed unanimously.

12. Staff Reports/Announcements

- a) Ice Fest Weekend final announcements, Brand & Master Plan updates, 2024 Visitor Guide
- b) Next TDA Board meeting is February 28, 2024
- c) Adjournment

Dr. Shelley White made a motion to adjourn. Kelsie Baker seconded the motion. Meeting adjourned at 9:56 AM