

HCTDA Board Meeting Minutes
February 28, 2024
Susan Todd Lounge, Harrell Center

Members/Staff Present: Jim Owens, Mike Huber, Kelsie Baker, Kristian Owen, Angela Frisbee, Natalie Hawkins, Dr. Shelley White, Jeff Hillis, Chuck Dickson, David Francis, Kristian Owen, Scot Blair, Chad King, Gail Mull, Jeremy Boone, Corrina Ruffieux, Ashley Rock-Rice, Amie Newsome, Hayley Printz

Members Absent: Jennifer Best

Guests Present: Jane Mauer, Rob Hites, Brionna Dallara

- 1. Call to Order** – Chairman Jim Owens called the HCTDA Board Meeting to order at 9:00 AM.
- 2. Welcome New Board Member**
- 3. Introductions** – HCTDA Board members introduced themselves.
- 4. Adjustment to Agenda** – HCTDA received an engagement letter from Gould Killian CPA. The letter is standard template set by the LGC. Mike Huber made a motion to accept the audit documents, as presented. Jeff Hillis seconded the motion. Motion passed unanimously.
- 5. Public Comment Session** – Jane Mauer from Smokies Life, formerly Great Smoky Mountains Association, announced that they have rebranded and changed their name. Their mission is still the same. Jane is participating in the Smokies bear-wise task force. They have an online webinar taking place on March 19th – geared toward home owners.
- 6. Board Comments** – None
- 7. Consent Agenda**
 - a. Request approval of minutes – January 24, 2024

Dr. Shelley White made a motion to approve the consent agenda. Angie Frisbee seconded the motion. Motion passed unanimously.

8. Finance Reports

Kristian Owen presented the January finance reports as follows:

- Total Checking/Savings - \$3,658,690.64
- Total Assets - \$3,696,634.45
- Total Liabilities - \$267,297.76
- Total Net Position - \$3,594,399.69
- Total Occupancy Tax January - \$247,720.15
- Total Occupancy Tax YTD - \$1,659,618.50
- Total Income January – \$275,853.32
- Total Income YTD - \$1,793,579.62
- Total Expenses January - \$178,430.90
- Total Expenses YTD – \$1,255,394.61

- Change in Net Position January – \$97,422.42
- Change in Net Position YTD – \$538,185.01

b) Occupancy tax reports and lodging data– Corrina Ruffieux presented occupancy tax data showing that occupancy tax collections are up slightly for 2023 over the previous two years.

9. Old Business

10. New Business

Through the Building Outdoors Communities program, three groups (Haywood County Economic Development, Town of Canton, and HCTDA) have all agreed to jointly fund a Pigeon River Access Plan for a total of \$40,000.

- Pigeon River Plan contract addendum

Jeff Hillis made a motion to approve the contract addendum as presented, and for Corrina to sign the contract. Kelsie Baker seconded the motion. Motion passed unanimously.

- Pigeon River Plan multi-jurisdiction MOU

Kelsie Baker made a motion to approve the MOU and Corrina signing it. Chad King seconded the motion. Motion passed unanimously.

- Pigeon River Plan budget amendment

Mike Huber made a motion to approve the budget amendment as presented. Dr. Shelley White seconded the motion. Motion passed unanimously.

11. Staff Reports/Announcements

- a) Ashley's 20-year work anniversary
- b) Job openings
- c) FY 2024-2025 grant timeline
- d) NC Smokies Ice Fest Weekend recap
- e) Master Plan/Branding updates
- f) 2023 Annual Report
- g) Next TDA Board meeting is March 27, 2024
- h) Adjournment

12. Ten Minute Media Communication Session

Angie Frisbee made a motion to adjourn. David Francis seconded the motion. Meeting adjourned at 9:50 AM.