



# Haywood County Tourism Development Authority

## MARKETING COMMITTEE GUIDELINES

*The marketing committee supports Haywood County Tourism Development Authority (HCTDA) in developing marketing strategies and campaigns that inspire travel to Haywood County.*

### COMMITTEE MEMBER REQUIREMENTS

- The Marketing Committee shall consist of 2-4 HCTDA Board of Directors, one community member from each of the Haywood County zip codes, and one county representative.
- Committee members must live and work in Haywood County.
- All Marketing Committee members shall sign the Marketing Committee Guidelines and shall serve for a term of two (2) years. Committee members can serve no more than two consecutive terms unless there's no other willing participants.
- Committee members must have a marketing & communications background or expertise (does not have to be tourism related).
- Committee members must show a commitment to showing up to scheduled committee meetings.

### COMMITTEE ROLES

- The Marketing Committee serves as an advisory panel supporting staff marketing initiatives.
- The Marketing Committee shall work with staff to prepare and submit to the HCTDA Board of Directors for its approval an annual marketing program to advertise and promote tourism for Haywood County.
- The Marketing Committee shall act as ambassadors in fostering industry understanding of Visit NC Smokies' brand, goals & objectives.
- The Marketing Committee shall help recommend which agencies the HCTDA will work with to leverage our marketing efforts.
- The Marketing Committee can make financial recommendations but any recommendations have to be approved by the HCTDA Board of Directors.

### APPLICATION PROCESS

- Applicants are required to complete the attached "Application for Appointment" form, which will be reviewed by the current HCTDA Marketing Committee. The HCTDA Board of Directors will then vote on the appointment of new committee member(s).

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Signature of Applicant

## APPLICATION FOR APPOINTMENT TO:

### Haywood County Tourism Development Authority Marketing Committee

Name: Andie Robbins Date: 7.31.2024

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Employer: HRMC Phone: \_\_\_\_\_

#### Which community will you be representing?

Maggie Valley      Waynesville      Lake Junaluska      Canton      Clyde       Haywood Co.

#### Boards or committees presently serving on:

Voices in the Laurel Children's Choir - Board of Directors

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#### Marketing or business experience:

-Currently serve as Regional Director of Marketing & Communications for Haywood Regional Medical Center,

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Harris Regional Hospital, and Swain Community Hospital (all Duke Lifepoint facilities across WNC).

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-10+ year career in healthcare sales and marketing in western North Carolina.

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#### Reason(s) why you would like to serve on this committee:

As a native of Haywood County and a marketing professional, I believe I am well-suited

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to bring a valuable perspective to the committee by offering perspective on what native/local

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residents and community newcomers find valuable and desirable in our community. I would

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also like to offer valuable insight about the healthcare landscape in our region to support the mission of the committee.

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*Return completed form to:*

Corrina Ruffieux: [Corrina@visitncsmokies.com](mailto:Corrina@visitncsmokies.com)  
Haywood County Tourism Development Authority  
91 N. Lakeshore Dr. Lake Junaluska, NC 28745

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Signature of Applicant

## APPLICATION FOR APPOINTMENT TO:

### Haywood County Tourism Development Authority Marketing Committee

Name: Lorelei Garnes Date: 7/22/2024

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Employer: Digital Buzz Media (Owner) Phone: \_\_\_\_\_

#### Which community will you be representing?

Maggie Valley  Waynesville  Lake Junaluska  Canton  Clyde  Haywood Co.

#### Boards or committees presently serving on:

Haywood County Community Foundation (Board of Advisors)

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#### Marketing or business experience:

For more than 12 years, I've been crafting marketing strategies, helping small businesses construct and online blueprint.

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My expertise lies in SEO, integrated marketing, and digital marketing.

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I hold multiple degrees, including a Master's in Digital Marketing and Advertising.

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#### Reason(s) why you would like to serve on this committee:

I am eager to serve on a local marketing committee to leverage my expertise in SEO, integrated marketing, and digital marketing to benefit our community.

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I believe my skills can help drive local business growth, enhance community engagement, and promote effective marketing strategies that

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resonate with our unique audience. Additionally, I am passionate about collaborating with like-minded professionals to foster innovation and support local initiatives.

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*Return completed form to:*

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Haywood County Tourism Development Authority  
91 N. Lakeshore Dr. Lake Junaluska, NC 28745

Lorelei Garnes

Digitally signed by Lorelei Garnes  
Date: 2024.07.24 10:43:11 -04'00'

Signature of Applicant