



Haywood County Tourism Development Authority

PRODUCT DEVELOPMENT COMMITTEE GUIDELINES

The Product Development Committee guides the Haywood County Tourism Development Authority (HCTDA) in implementing the Destination Master Plan.

COMMITTEE MEMBER REQUIREMENTS

- The Product Development Committee shall consist of no less than 8 and no more than 16 representatives of the following organizations and/or industries:
 - HCTDA Board of Directors (2-4 members)
 - Outdoor recreation (1-2 members)
 - Arts & Culture (1-2 members)
 - Retail (1-2 members)
 - Dining (1-2 members)
 - Lodging (1-2 members)
 - Attractions (1-2 members)
- Membership is to include at least one representative from each community: Canton, Clyde, Lake Junaluska, Maggie Valley, Waynesville, and Haywood County.
- Committee members must live and work in Haywood County.
- All Product Committee members must sign the committee guidelines.
- Committee members shall serve for a term of two (2) years. Committee members can serve no more than two consecutive terms except in the absence of other willing participants.
- Committee members must show a commitment to showing up to scheduled committee meetings.

COMMITTEE ROLES

- The primary role of the Product Development Committee is to provide oversight in the implementation of the Destination Master Plan.
- The committee shall drive forward-thinking initiatives to enhance visitors' quality of experience, residents' quality of life, and promote economic growth while preserving Haywood County's natural and cultural heritage.
- The committee will also advise grant funding policies and procedures, working with the HCTDA staff to make product development project recommendations to the TDA Board of Directors.

APPLICATION PROCESS

- Applicants must fill out the attached "Application for Appointment form to be considered. The completed forms will then be sent to and reviewed by the Executive Committee and voted on by the HCTDA Board to confirm committee appointment.

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Product Development Committee

Name: _____ Date: _____

Mailing Address: _____

Email Address: _____

Employer: _____ Phone: _____

Which community will you be representing?

Canton Clyde Lake Junaluska Maggie Valley Waynesville Haywood Co.

Boards or committees presently serving on:

Past & current professional experience:

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

Return completed form to:

**Corrina Ruffieux: Corrina@visithaywood.com
Haywood County Tourism Development Authority
91 N. Lakeshore Dr. Lake Junaluska, NC 28745**

Signature of Applicant