

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 Haywood's 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).

A handwritten signature in blue ink is written over a horizontal line. The signature is stylized and appears to be "L. L. F.".

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Marketing Committee

Name: Lilly Ferguson Date: 09.18.25

Mailing Address: 80 Grayling Dr., Cullowhee, NC 28723

Email Address: lillian.ferguson@lifepointhealth.net

Employer: Haywood Regional Medical Center Phone:

Which community will you be representing?

☐ Maggie Valley ☐ Waynesville ☐ Lake Junaluska ☐ Canton ☐ Clyde ☒ Haywood Co.

Boards or committees presently serving on:

Patient and Family Advisory Committee - Harris Regional and Swain Community Hospitals

Marketing or business experience:

Regional Marketing Coordinator for Harris, Haywood, and Swain Hospitals

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

I want to serve on the county's marketing committee because I believe in the power of collaborative storytelling to inspire community involvement.

This initiative is an important opportunity to bring people together around shared goals,

and I'm excited to contribute creative ideas and strategic outreach that help our message reach every corner of the county.

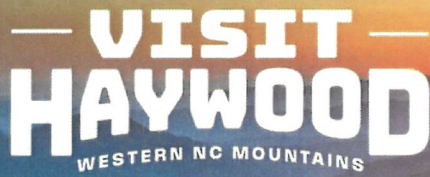
My goal is to support efforts that strengthen our community's health, growth, and connection.

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



Haywood County Tourism Development Authority

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Kathryn Gould

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:
Haywood County Tourism Development Authority Marketing Committee

Name: Kathryn Gould Date: 9/16/2025

Mailing Address: 185 Freedlander Drive, Clyde, NC 28721

Email Address: kgould4588@haywood.edu

Employer: Haywood Community College Phone: _____

Which community will you be representing?

☐ Maggie Valley ☐ Waynesville ☐ Lake Junaluska ☐ Canton ☐ Clyde ☒ Haywood Co.

Boards or committees presently serving on:

Long's Chapel LC Student Leadership Team

HCC Business Administration Curriculum Advisory Committee

Marketing or business experience:

My experience in the field of marketing began with an internship at a boutique marketing firm in Berea, KY. My experience continued to develop through career and educational pursuits over the last 17 years. While pursuing a Masters of Entrepreneurship, I was the Marketing and Event Coordinator for the Haywood Chamber of Commerce. I later served as Director of the HCC SBC, where I maintained marketing committee seats with the HCTDA and NCSBCN, before pursuing a career in Higher Education as an Instructor of Business, Tourism, and Marketing.

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

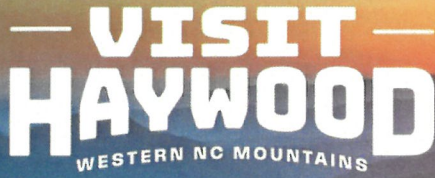
Tourism is an essential sector to the economic makeup of our county. As a DMO, HCTDA has the opportunity to promote our county as the ideal destination for visitors and encourage stewardship and sustainability of the many resources that comprise our local visitor economy. It would be a joy to connect my experience in both the field of marketing and in higher education in the service of our local visitor economy. Current marketing efforts are nothing less than inspiring, and I would to assist in implementing the 2026 Destination Master Plan.

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Kathryn Gould

Signature of Applicant



Haywood County Tourism Development Authority

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Sabrina Greene

Digitally signed by Sabrina Greene
Date: 2025.09.09 16:35:44 -04'00'

Signature of Applicant

APPLICATION FOR APPOINTMENT TO:

Haywood County Tourism Development Authority Marketing Committee

Name: Sabrina Greene Date: 9-9-25

Mailing Address: 660 Fines Creek Road

Email Address: 660 Fines Creek Road

Employer: Self Phone:

Which community will you be representing?

☐ Maggie Valley ☐ Waynesville ☐ Lake Junaluska ☐ Canton ☒ Clyde ☒ Haywood Co.

Boards or committees presently serving on:

None

Marketing or business experience:

20+ Years in Copy Writing and Photography Experience

Appalachian Studies Association Affiliate

I have also worked with several local businesses

website: sabrinagreene@outlook.com

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

My business was deeply affected by Hurricane Helene and the loss of my
only son last year. I want to help my community and I have the skill set
and time to do so.

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Sabrina Greene

Digitally signed by Sabrina Greene
Date: 2025.09.09 16:36:00 -04'00'

Signature of Applicant