

Haywood County Tourism Development Authority
Agenda
Wednesday, March 28th, 2018
Bethea Welcome Center
Lake Junaluska
2:00 p.m.

- I.** Call to Order – Chairman Lyndon Lowe
- II.** Introductions
- III.** Adjustment of Agenda
- IV.** Public Comment Session (12 minutes total, limit 3 minutes per person)
- V.** Board Comments
- VI.** Consent Agenda
 - 1. Request approval of January 24, 2018 regular meeting minutes – Chairman Lowe
 - 2. Request approval of budget amendment – Lynn Collins
ATTACHMENT # 1
 - 3. Request approval of Travel Guidelines Amendment – Chairman Lowe
ATTACHMENT # 2
 - 4. Request approval of 2018 Audit Contract – Chairman Lowe
ATTACHMENT # 3
 - 5. Request approval of Surplus Equipment Resolution – Chairman Lowe
ATTACHMENT # 4
- VII.** Administrative/Committee Reports
 - 1. January & February Financial Reports – Julie Davis – ATTACHMENT # 5 & 6
 - 2. Government Relations Committee Report – Amie Owens
 - 3. Penalty Waiver Granted – Mike Eveland - ATTACHMENT # 7
- VIII.** Old Business
 - A. Update on Wayfinding Project – Lynn Collins

- IX. New Business**
 - A. Waynesville & Maggie Co-op Marketing Campaigns – Ashley Rice – ATTACHMENT # 8 & 9
 - B. New TDA Visitor Guide – Ashley Rice
 - C. Visitncsmokies.com website awards – Ashley Rice
 - D. Visit NC Tourism Resource Assistance Center Meeting – Ashley Rice
 - E. Executive Director Evaluation – Chairman Lowe
- X. Adjournment**
- XI. 10 Minute Media Communication Session**

ADDENDUM TO AGENDA

Attached for your information are the following reports:

- 3% Occupancy Tax Report
- 1% Occupancy Tax Report
- 4% Report
- 1% Zip Code Occupancy Tax Reports
- Penalty Report
- STR Report
- AirDNA Report
- Activity Reports