

**HCTDA Board Meeting
January 31st, 2018, 2:00pm
Bethea Welcome Center, Lake Junaluska**

Members Present: Lyndon Lowe, Mike Graham, Mike Eveland, Chris Bates, Gail Mull, Amie Owens, Chris Corbin, Julie Davis, Kavinc Senocak, Katy Gould, Ken Howle, Pratik Shah, Tammy Wight,

Members Absent: Michael Sorrells, CeCe Hipps

Chairman Lyndon Lowe called the meeting to order at 2:02pm and welcomed the reappointed TDA Board members Gail Mull & Chris Corbin as well as new TDA Board members Kivanc Senocak – representing accommodations 20 units or less, Amie Owens representing the Town of Waynesville and CeCe Hipps representing Economic Development.

Introductions

Adjustments to Agenda

- No adjustments to the agenda.

Approval of Minutes

- Tammy Wight made a motion to approve the September 27th minutes.
- Ken Howle seconded the motion.
- Motion passed unanimously.
- Chris Bates made a motion to approve the November 8th minutes.
- Mike Graham seconded the motion.
- Motion passed unanimously.
- Chris Bates made the motion to approve the November 29th minutes.
- Tammy Wight seconded the motion.
- Motion passed unanimously.

Financial Report

- Julie Davis presented the November 2017 Financial Report.
- November 30, 2017
 - Cash - 1% \$189,164
 - Cash - 3% \$663,915
 - Total Assets \$853,279
 - Total Liabilities (\$ 2,572)
 - Net Revenue \$ 33,945
 - Net Assets \$855,851
 - Total Revenue through November \$564,100 38%
 - Total Expenditures through November \$530,156 36%

- Julie Davis then presented the December 2017 Financial Report.
- December 31, 2017
 - Cash - 1% \$185,583
 - Cash - 3% \$685,484
 - Total Assets \$869,231
 - Total Liabilities \$ 5,594
 - Net Revenue \$ 41,731
 - Net Assets \$863,637
 - Total Revenue through December \$773,230 52%
 - Total Expenditures through December \$731,499 49%

3%, 1% and 4% Occupancy Tax Comparisons

- Finance Chairman Eveland informed the board that the 3% report shows that year to date, we are 19% ahead of budget and 9% ahead of last year. Collections continue to be positive.
- On the 1% report, Finance Chairman Eveland stated that everyone is still up for the year.
- On the 4% report, Finance Chairman Eveland noted that you can see significant changes in the gross sales percentages.
- Finance Chairman Eveland suggested board members look through the individual 1% reports at their convenience.

Penalty Report

- Finance Chairman Eveland presented the Penalty Waiver Requests that had been approved by the Finance Committee.
- Approved in the amount of \$57.48 was a waiver for Integrity Properties and The Yellow House was approved for the amount of \$51.15.
- David’s Dream, in the amount of \$131.07 was denied.

Folkmoot Tent Request

Chairman Lowe informed the board that the Finance Committee had discussed the request from Folkmoot for the purchase of a tent at two meetings.

- The first option was to award \$12,000 to be a 1/3 partner in the tent purchase.
- The second option was for the TDA to purchase the tent in the estimated amount of \$30,000 (sale price) and the lease out to event organizers.
- Director Collins then informed the board of additional information gathered in the past few days.
- After much discussion by the TDA Board, Chris Bates made a motion to table the TDA purchase of a tent.
- Mike Eveland seconded the motion.
- Motion Passed unanimously.

- Chris Bates then made a motion to not fund the \$12,000 request for a partnership purchase of a tent.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

Budget Amendment

- Director Collins informed the board that the budget amendment document in the agenda packets had been prepared based on the proposed purchase of a tent for Folkmoot. She then handed out a budget amendment that did not include the tent request and went over the revenue and expense line items of the budget amendment.
- Chris Bates made the motion to approve the budget amendment.
- Tammy Wight seconded the motion.
- Motion passed unanimously.

HCTDA 18/19 Projections

- Finance Chairman Eveland informed the board that the Finance Committee was recommending a 7% increase over the 16/17 actual collections for the 18/19 projections.
- A lengthy discussion took place with Finance Director Julie Davis explaining to the board that the recommendation is essentially a 3 ½ % increase for 16/17 & 17/18 which is conservative. She then explained to the board about the TDA fund balance and after much discussion by the board;
- Chris Bates made the motion to approve a 10% increase for the TDA 18/19 projections based on fund balance.
Mike Graham seconded the motion.
- Motion passed. P. Shah voted no, and Katy Gould did not cast a vote.
- Chris Bates then amended his motion to say that instead of approving the Finance Committee recommendation of 7%, and based on input from Finance Director Julie Davis and Executive Director Lynn Collins, his motion is to do a 10% increase for the 18/19 projections.

STR & AirDNA Reports

- P. Shah presented the STR & AirDNA reports. The reports are on file at www.haywoodtda.com.

New Business

1% & 3% TDA Funding Guidelines Revisions

- Executive Director presented the revisions to the 1% Guidelines and informed the Board that the 3% guidelines mirrored the 1% guidelines.
- After review of the revisions and a suggested change on page 4, Chris Bates made a motion to accept the 1% guidelines with changes as noted.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

Surplus Equipment Resolution

- Chairman Lowe presented a resolution listing surplus equipment no longer needed or usable and informed the board that it would be donated to Habitat for Humanity.
- Chris Bates made a motion to approve the Resolution of Surplus Equipment.
- Tammy Wight seconded the motion.
- Motion passed unanimously.

Internal Controls Revisions

- Chairman Lowe presented revisions to the Internal Controls to reflect bringing the accounting services in-house with the addition of an Administrative Assistant.
- Chris Bates made a motion to approve the Internal Controls revisions with a date correction on page #3.
- Tammy Wight seconded the motion.
- Motion passed unanimously.

Employee Manual Revisions

- Chairman Lowe presented revisions detailing leave policies and the addition of a glossary.
- Tammy Wight made a motion to approve the Employee Manual Revisions.
- Mike Graham seconded the motion.
- Motion passed unanimously.

Resolution Requesting Congress to Fund Deferred Maintenance Needs in National Parks

- Chairman Lowe presented the Resolution and noted how critical the National Parks are to our economy.
- Tammy Wight made a motion to approve the Resolution Requesting Congress to Fund Deferred Maintenance Needs in National Parks.
- Ken Howle seconded the motion.
- Motion passed unanimously.

Election of Officers

- Executive Director Collins informed the board that the January TDA Board meeting serves as the annual organizational meeting of the Board where we elect the Chairman and Vice Chairman. Director Collins opened the floor to accept nominations for TDA Chairman.
- Chris Bates nominated Lyndon Lowe to serve as Chairman.
- With there being no additional nominations for Chairman, Director Collins closed the floor for nominations and called for the vote for Chairman Lowe.

- The vote for Chairman Lowe passed unanimously.
- Director Collins opened the floor for nominations for Vice Chairman.
- Mike Graham nominated Chris Corbin for Vice Chairman.
- With there being no additional nominations for Vice Chairman, Director Collins closed the floor for nominations and called for the vote for Vice Chairman Corbin.
- The vote for Vice Chairman Corbin passed unanimously.

Other New Business

- Director Collins passed out the 2018 Committee Sign-up Sheets and asked the Board members to please fill them out and turn in before the meeting ends.
- Director Collins informed the Board that the agenda packets contained the 2018 TDA Board Meeting Schedule, the 2018 Budget Schedule and the 2018 TDA Board Contact List for their information.

Marketing Committee Report

- **Activity Report** – Marketing Chairman Chris Corbin reported on the Activity Report included in the packet. The report is on file at www.haywoodcountytourismdevelopment.com

Group Sales Committee

- Group Sales Committee Chairman Ken Howle reported on the Activity report included in the agenda packets and that Sales Manager Ben Wilder has participated in several shows and has more scheduled for the upcoming months.

Old Business

- Director Collins gave an update on the Wayfinding Signage project stating that the Wayfinding Committee is in the process of meeting with the Contractor on design of the signage and location placement of the signs.

Staff Reports

- Reports are on file at www.haywoodcountytourismdevelopment.com

Board Comments

Public Comment

- No public comment.

Adjournment

- Chairman Lowe adjourned the meeting at 3:54pm.
- Lynn Collins, Recorder