

**Haywood County Tourism Development Authority**  
**Agenda**  
**Wednesday, January 30th, 2019**  
**Gaines Auditorium, Bethea Welcome Center**  
**Lake Junaluska**  
**2:00 p.m.**

- I. Call to Order – Chairman Lyndon Lowe**
- II. Welcome Reappointed & New TDA Board Members – Chairman Lowe**  
Reappointed – Mike Eveland & Pratik Shah  
New – Dave Angel, David Francis & Commissioner Kirk Kirkpatrick
- III. Introductions**
- IV. Adjustment of Agenda**
- V. Public Comment Session (12 minutes total, limit 3 minutes per person)**
- VI. Board Comments**
- VII. Consent Agenda**
  - 1. Request Approval of Minutes – December 5<sup>th</sup>, 2018**
  - 2. Request Approval of Budget Amendment – Attachment 1**
- VIII. Administrative /Committee Reports**
  - A. December Financial Report – Julie Davis**
  - B. 3%, 1% and 4% Net Occupancy Tax Reports – Mike Eveland**
  - C. Penalty Report – Mike Eveland**
  - D. Finance Committee Penalty Waiver Decision – Mike Eveland – Attachment 2**
  - E. STR & Air DNA Reports – P. Shah – Attachments 3 & 4**
- IX. New Business – Chairman Lowe**
  - A. Request Approval of 19/20 Occupancy Tax Projections Recommendation by the TDA Finance Committee – Lyndon Lowe – Attachment 5**
  - B. Request Approval of 1% Grant Recommendations – Lyndon Lowe Attachment 6**
  - C. Smoky Mountain Elk Fest Update - Lynn Collins**

- D. Election of Officers – Lynn Collins**
  - 1. Slate of Officer Nominations by Executive Committee – Lynn Collins**
- E. Committee Sign-ups – Lynn Collins**
- F. 2019 TDA Board Meeting Schedule**
- G. 2019 Budget Schedule**
- H. 2019 HCTDA Board Contact List**
  
- X. Old Business – Lynn Collins**
  - A. Update on Wayfinding Project**
  
- XI. Staff Reports –**
  - Marketing – Ashley Rice**
  - Social Media/Communications – Brindley Faile**
  - Sales – Ben Wilder**
  - Directors Report – Lynn Collins**
  
- XII. Adjournment**
  
- XIII. 10 Minute Media Communication Session**

## **ADDENDUM TO AGENDA**

**Attached for your information are the following reports:**

- 3%, 1% & 4% Occupancy Tax Reports**
- Penalty Report**
- STR & AirDNA Reports**
- Activity Reports**