

**HCTDA Board Meeting Minutes**  
**August 28th, 2019**  
**Bethea Welcome Center, Lake Junaluska**

**Members Present:** Lyndon Lowe, Mike Graham, Gail Mull, Julie Davis, Kivanc Senocak, Mike Eveland, P. Shah, Dave Angel, David Francis, Chris Corbin, Amie Owens, P. Shah, Tammy Wight, Katy Gould, Kirk Kirkpatrick

**Members Absent:** Amie Owens

Chairman Lyndon Lowe called the meeting to order at 2:02pm.

**Introductions**

**Adjustments to Agenda**

- One adjustment to the agenda. Due to technical difficulties, Item #7 Crawford Strategy Report will be moved in the agenda to whenever the equipment is working.

**Public Comment**

- No public comment.

**Board Comments**

- Katy Gould informed the Board about the upcoming Small Business Series.

**Consent Agenda**

- Tammy Wight made a motion to approve the Consent Agenda which includes the minutes from the May 22nd, 2019 TDA Board Meeting with the correction that Katy Gould was in attendance and a budget amendment (Attachment 1).
- Kivanc Senocak seconded the motion.
- Motion passed unanimously.

**Administrative/Committee Reports**

**Finance Committee Report**

Finance Committee Chairman Mike Eveland reviewed the 3% report informing the board that we finished the year 4% ahead of budget and 5% ahead of the previous year. Mike then presented the year-end 1% report stating that Canton finished 20% ahead of the previous year, Clyde 13% ahead, Lake Junaluska was down by 4%, Maggie Valley was 6% ahead and Waynesville 2% ahead.

On the 4% report Maggie remained consistent in gross roomnight sales at 46% to 47% and Canton & Waynesville waivered back and forth by 2%.

Mike then presented the Penalty report commenting on how much shorter it was and that staff was working with the Tax Office to clear up some of the delinquent accounts. There were two (2) penalty waiver requests and recommendations from the Finance Committee. The first is MRGRD5 Properties in the amount of \$6.20. The Finance Committee recommended to waive the penalty due to late postdate. The second penalty waiver request was from Smoky Mountain Retreat in the amount of \$392.59. Mr. Johnson admittedly mailed the occupancy tax seven days late therefore the TDA Finance Committee recommended denying the penalty waiver request. The recommendation will go to the County Commission for consideration due to the fact that the amount is more than \$200.00 which is the amount the TDA has the authority to waive.

P. Shaw presented the STR and the AirDNA reports and pointed out the comparisons to the to the Year end 3% financial report. He also brought to the Board's attention that we now have over 1,000 properties on the AirDNA report.

### **Crawford Strategy Report**

Andy Windham and Michelle Caiazza with Crawford Strategy presented the year-end report on TDA marketing and advertising including the Maggie Valley & Waynesville co-ops. The report can be found at [haywoodtda.com](http://haywoodtda.com).

### **New Business**

- Chairman Lowe presented the Finance Committee recommendation for the Value of Water Economic Study in the amount of \$500.00.
- Dave Angel made a motion to approve \$500.00 to go towards the Value of Water Economic Study.
- Kivanc Senocak seconded the motion.
- Motion passed unanimously.
  
- Chairman Lowe informed the board that the NC DOT 10-year plan does not include the road to Cataloochee Valley. He asked if the issue of not addressing the Cataloochee Valley road is an issue with the DOT, the GSMNA, the County or all three? Since Cataloochee Valley is one of our major attractions we need to be very concerned with the condition of the road. Chairman Lowe then asked the board for ideas to get this topic in front of all three entities
- Ken Howle stated that he had a conversation with Representative Presnell concerning the landslide and the condition of the road and the fact that accessibility to Cataloochee Valley is a concern. Part of the issue is that some landowners along the road are opposed to any changes to the road. He suggested that we establish a relationship with DOT and ask them what is the best option for dialog and inquire about access to White Oak.
- David Francis informed the board that he and Director Collins had a recent meeting with DOT regarding the Wayfinding signage and that the DOT representatives were very receptive to dialog. He reminded the board that the dialog starts at the local level and then flows to Raleigh.

- Director Collins informed the board that the Cataloochee Valley road would be closed temporarily (3 months) for repair.
- Chairman Lowe suggested David & Lynn get with DOT representatives to open dialog regarding the road to Cataloochee Valley.
- Chairman Lowe informed the board that we would not have a September board meeting.
- Director Collins informed the board that the result of the meeting with DOT regarding the Wayfinding signs is that the number of signs has been cut from 44 to 27. We should have final approval from DOT within 45 days. At that point, fabrication would begin with installation taking place November through April.
- David Francis stated that there would be an MOU with the TDA, the County and the towns for this project.
- Lynn Collins gave the board a brief update on the progress of the Elk Fest planning and gave tickets to the board for the Taste of the Wild Dinner as well as the Elk Fest. She informed the board that the TDA has received excellent coverage for the Elk Fest.
- Director Collins informed the board that the I-40 Welcome Center staff would be with us until January.

### **Old Business**

- No Old Business

### **Staff Reports**

The reports are on file at [www.haywoodtda.com](http://www.haywoodtda.com).

### **Adjournment**

- Chairman Lowe adjourned the meeting at 3:38pm.
- Lynn Collins, Recorder