

**HCTDA Board Meeting Minutes  
January 30th, 2019  
2:00pm  
Bethea Welcome Center, Lake Junaluska**

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

**Members Absent:** Chris Corbin, Amie Owens

Chairman Lyndon Lowe called the meeting to order at 2:00pm by wishing Julie Davis Happy Birthday. Chairman Lowe welcomed reappointed board members Mike Eveland & P. Shaw and also welcomed new board members Dave Angel, David Francis & Commissioner Kirk Kirkpatrick.

**Introductions**

**Adjustments to Agenda**

- No adjustments.

**Public Comment**

- No public comment.

**Board Comments**

- No comments

**Consent Agenda**

- Tammy Wight made a motion to approve the Consent Agenda as presented which includes the minutes from the December 5th, 2018 TDA Board Meeting and the budget amendment (Attachment 1).
- Kivanc Senocak seconded the motion.
- Motion passed unanimously.

**Administrative/Committee Reports**

**Financial Report**

- Julie Davis presented the December Financial Report.
- December 31, 2018
  - Cash - 1%                    \$157,330
  - Cash - 3%                    \$671,045
  - Total Assets                 \$830,076
  - Total Liabilities             \$ 11,329
  - Net Revenue                 \$( 4,106)

○ Net Position	\$818,746		
○ Total Revenue through December		\$773,167	41%
○ Total Expenditures through December		\$777,273	42%

**3%, 1% & 4% Net Occupancy Tax Reports**

- Finance Committee Chairman Mike Eveland presented the 3%, 1% & 4% net occupancy tax reports which are attachments to the agenda.
- Chairman Eveland presented the Penalty Report and the Finance Committee Penalty Waiver Decision for Valley View Vacation Rental in the amount of \$150.76. The Finance Committee denied the penalty waiver request based on information provided by the Finance Office.

**STR & AirDNA Reports**

- Board member P. Shah reviewed the STR & AirDNA Reports and referenced highlights of the reports. A discussion took place regarding the explosive growth of the vacation rentals and Mike Graham questioned whether the vacation rentals played a large role in the lack of affordable housing in Haywood County.

**New Business**

**Occupancy Tax Projections**

- Chairman Lowe requested approval of the 19/20 Occupancy Tax Projections recommended by the Finance Committee as presented. The projections for 19/20 are recommended to be the same as the same amount as the 18/19 budget - \$1,160,248 for the 3%. The projection amount for the 1% is \$386,749.
- Tammy Wight made a motion to approve the 19/20 projections as presented and recommended by the Finance Committee.
- Kivanc Senocak seconded the motion.
- Motion passed unanimously.

**1% Grant Recommendations**

- Chairman Lowe requested approval of the 1% grant recommendations as recommended by the Finance Committee contained in Attachment 6. The amounts recommended are as follows:
  - 28721 zip code - \$5,000.00
  - 28745 zip code - \$10,500.00
  - 28751 zip code - \$40,000.00
  - 28785/86 zip codes - \$28,000.00
- Kivanc Senocak made a motion to approve the 1% Grant Recommendations as presented.
- Tammy Wight seconded the motion.
- Ken Howle, Mike Eveland & Katy Gould abstained from the vote

- The motion passed.

### **Smoky Mountain Elk Fest Update**

- Lynn Collins reported that a meeting with local, regional and state agencies had taken place to gather input and support for the festival. A mission statement has been developed, we have received our first sponsorship check and we are in the process of reaching out to vendors, artists, potential sponsors, entertainers, etc. There is tremendous support for this event.

### **Election of Officers**

- Chairman Lowe turned the meeting over to Executive Director Lynn Collins to present TDA Executive Committees' slate of officer nominations.
- The Executive Committee put forth the nomination of Lyndon Lowe for Chairman. The floor was opened for other nominations for Chairman and with there being none the vote was taken and passed unanimously.
- The Executive Committee put forth the nomination of Chris Corbin for Vice Chairman. The floor was opened to accept other nominations and with there being none the vote was taken and passed unanimously.

### **Board Items**

- Director Collins passed out Committee sign-up sheets for the 2019 year and asked board members to fill the out and leave at their places for collection after the meeting.
- The TDA board members were provided with the 2019 Board Meeting schedule, the Budget schedule and the Board contact list.

### **Old Business**

- Director Collins updated the board on the Wayfinding Signage project stating that we are still awaiting approval from NCDOT for the chosen locations. NCDOT has advised that a few of the locations are not suitable and have requested that the contractor re-site the identified locations.

### **Staff Reports**

TDA staff gave reports for their initiatives. The reports are on file at [www.haywoodtda.com](http://www.haywoodtda.com).

### **Adjournment**

- Chairman Lowe adjourned the meeting at 3:15pm.
- Lynn Collins, Recorder