

**HCTDA Board Meeting Minutes
December 4th, 2019
Bethea Welcome Center, Lake Junaluska**

Members Present: Lyndon Lowe, Mike Graham, Julie Davis, Mike Eveland, P. Shah, Chris Corbin, Amie Owens, Katy Gould, Kirk Kirkpatrick, Ken Howle

Members Absent: Dave Angel, Gail Mull, Kivanc Senocak, Tammy Wight, David Francis

Chairman Lyndon Lowe called the meeting to order at 2:03pm.

Introductions

Adjustments to Agenda

- One adjustment to the agenda. Item VIII A – September & October Financials will not be reported today.

Public Comment

- No public comment.

Board Comments

- Chairman Lowe expressed congratulations to Mike Eveland for being elected Mayor of Maggie Valley, to Tammy Wight for winning an Alderwoman seat in Maggie Valley, to Gail Mull for being re-elected as Alderwoman in Canton and to Dave Angel for being awarded the Partner award from Haywood Waterways.
- Katy Gould expressed her thanks to TDA staff for being part of the Small Business series and commented how well received the seminars were.
- Kirk Kirkpatrick noted how impressed he was with staff at the Smoky Mountain Elk Fest and how enthusiastic they were.

Consent Agenda

- Chris Corbin made a motion to approve the Consent Agenda which includes the minutes from the August 28th, 2019 TDA Board Meeting with the correction that Amie Owens was not in attendance.
- Mike Graham seconded the motion.
- Motion passed unanimously.

Audit Report

- Julie Davis presented the 2019 TDA Audit report to the board stating that the auditors issued and clean audit with the highest rating. Julie highlighted the Management Discussion &

Analysis and financial highlights including Statement of Net Position, Statement of Activities and the Balance Sheet stating that the TDA had \$979,940 total assets and liabilities and a fund balance of \$871,804. Julie then moved on to the Statement of Revenues, Expenditures & Changes in Fund Balance, stating that Revenues were negative \$67,955 and expenditures were \$178,950 over which left a fund balance of 30.77% of expenditures.

- P. Shah questioned why advertising sales were so much lower than anticipated. Chairman Lowe stated that we would have an answer for that at the next board meeting.
- Julie stated that the auditors found no problems in working with staff on the audit.

Administrative/Committee Reports

Finance Committee Report

- Finance Committee Chairman Mike Eveland reviewed the 3% report informing the board that things are looking good for the first 3 months of the year and we are 9% ahead of budget. The 1% report shows all zip codes are up except for Canton and Clyde looks as though they have some good growth. Director Collins explained the Canton situation stating that they had a payment for several months come in last September so that skewed the numbers and that Canton is on par with where it should be 3 months into the year.
- Mike moved on to the 4% report stating that gross sales for Waynesville were down from last year and Canton is up compared to last year. He noted that this is the first time in a while that we have seen a reduction in the number of accounts for a couple of the zip codes.
- Amie Owens asked about campgrounds not showing on the charts and Director Collins explained that campgrounds are not required to collect occupancy tax unless they have permanent units that have working bath facilities.
- Mr. Eveland stated that the Penalty report was longer than normal this month. Director Collins explained that part of the reason could have to do with the change in VRBO rentals now being paid directly by VRBO.
- Mr. Eveland informed the board that the County Commissioners have passed a new resolution giving the TDA the authority to waive penalties in the amount of \$1,000 as opposed to the previous resolution that gave the authority for waiving up to \$200 per penalty waiver.

STR & AirDNA Reports

- P. Shaw presented the STR and the AirDNA reports and pointed out that on the STR report year to date we are 1.7% up. On the AirDNA report it reflects that there has been substantial growth in the number of "Entire Place" units over the past year. Bookings for Entire Place are up 66%.
- Commissioner Kirkpatrick stated that some of the real estate closings he is handling are buying properties based on their income producing numbers as opposed to their value. He suggested that we send letters to local realtors reminding them to inform their clients of the occupancy tax law when buying properties.

Marketing Report

- Chris Corbin informed the board that the TDA website numbers are continuing to increase, especially the organic growth. He went on to state that we are looking at redoing the website and asked Ashley Rice to address this issue.
- Ashley talked about how fast the digital world is changing and we need to make sure we are keeping the website up to date with the latest features such as voice searching, automated answers for the most popular questions, etc. The biggest competition now is Google. They have their own travel guides and staff is working with Google to make changes to some of the Google information that is incorrect. Several board members had questions about other aspects of the website and discussion continued. Staff will be coming back to the board with recommendations on the website at a later date.

Group Sales Report

- Ken Howle reported that Ben is very busy with sales at this point and the committee is looking at how they can better work with partners to participate in the sales activities. Ken then deferred to Ben to give additional information in his staff report later in the agenda.

New Business

- Chairman Lowe presented the Finance Committee recommendation to approve the Penalty Waiver Requests for the accounts and amounts listed below:

○ Grandview B&B	late postage date	\$158.61
○ Linger Longer Too	late postage date	\$ 30.69
○ Linger Longer Lodge	late postage date	\$ 18.24
○ Comfort Inn MV	late postage date	\$813.51
○ Travelowes Motel	late postage date	\$231.87
○ Best Western Mountainbrook	late postage date	\$552.53
○ Quality Inn MV	late postage date	\$594.50
○ Quality Inn Canton	late postage date	\$670.67
○ Majestic Mountain Lodge	unaware of O. Tax	\$ 27.04
- P. Shah made a motion to approve the Penalty Waiver requests as recommended by the Finance Committee.
- Chris Corbin seconded the motion.
- Motion passed unanimously.

- Chairman Lowe informed the board that the 2020 TDA Meeting Dates are included in the agenda packets.

- Staff presented brief updates on status of programs. Reports are on file at haywoodtda.com.

Old Business

- No Old Business

Recognize Outgoing TDA Board Members

Chairman Lowe recognized outgoing board members, Ken Howle, Mike Graham and Tammy Wight for their service to the HCTDA and presented them with a gift in appreciation. Director Collins expressed her appreciation to the outgoing board members as well as her appreciation to all board members and staff presented the board members with gift bags and wished everyone Merry Christmas and Happy Holidays!

Adjournment

- Chairman Lowe adjourned the meeting at 3:17pm.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

The following reports can be found at www.HaywoodTDA.com

2019/2020 Media Plan

3% Occupancy Tax Report

1% Occupancy Tax Report

4% Report

Penalty Report

STR report

AirDNA

Staff Activity Report