

**HCTDA Board Meeting Minutes  
February 26th, 2020  
TDA Office, Maggie Valley**

**Members Present:** Lyndon Lowe, Colleen Davis, Julie Davis, P. Shah, Chris Corbin, Katy Gould, Dave Angel, Kirk Kirkpatrick, Gail Mull, David Francis, Becky Seymour (via phone)

**Members Absent:** Rob Huckaby, Mike Eveland, Katy Gould (attending seminar on behalf of TDA staff)

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

**Introductions**

**Adjustments to Agenda**

- One adjustment to the agenda – we will move Item VI later as we are waiting on one of the presenters to arrive. Disregard – he has arrived.

**Public Comment**

- No public comment.

**Board Comments**

- No Board Comments

**Presentation by Bill Holman, NC State Director of The Conservation Fund**

**Bill Holman & David Tuck of Equinox presented a proposal for a Maggie Valley Recreation Area Master Plan for the Maggie Valley watershed area of Campbell Creek. This plan would be a follow-up to the Waterrock Knob Plan that was done a few years ago for the 5,000 plus acres of conservation land on and adjacent to the Blue Ridge Parkway in Haywood & Jackson Counties. The proposal can be viewed at [www.haywoodtda.com](http://www.haywoodtda.com). Cost of the proposal for the Master Plan is \$75,000.**

**Consent Agenda**

- Amie Owens made a motion to approve the Consent Agenda which includes the minutes from the January 29th, 2020 TDA Board Meeting and a budget amendment to balance some line items – Attachment 1.
- Dave Angel seconded the motion.
- Motion passed unanimously.

## **Administrative/Committee Reports**

### **Julie Davis presented the January Financial Report as follows:**

Total Cash in Bank	\$991,523	
3% Cash in Bank	\$792,313	
1% Cash in Bank	\$198,019	
Total Assets	\$991,723	
Total Liabilities	\$ 6,691	
Net Revenue	\$113,229	
Total Net Position	\$985,031	
Revenues YTD	\$1,047,350	(55%)
Expenses YTD	\$ 928,912	(49%)

### **Finance Committee Report**

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the December numbers are positive at 13% ahead of Budget and 10% ahead of the previous year. The 1% report shows all zip codes are up double digits except for Canton and that has to do with inflated numbers for one month from the previous year. Finance Chairman Corbin stated that the 4% accounts are 25 up from last year. He went on to state that in December the Vacation Rentals were at 50%. Chris stated that he looked back over the last 4 years and this is the highest percentage he has seen for vacation rentals. The Penalty report appears to be a little longer which is typical for this time of the year.

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### **STR & AirDNA Reports**

- P. Shaw presented the STR and the AirDNA reports and pointed out that on the STR report year to date occupancy is up 1.3%. ADR is up a little for the running 12 months.
- On the AirDNA report it reflects that the comparison between Dec. 18 and Dec. 19 shows a 20% increase.
- RevPAR increased 16% year over year.
- P. Shaw stated that the trend seems to be that families prefer vacation rentals instead of traditional hotel/motel rooms.

### **New Business**

- The new grant guidelines for the 20/21 budget year were presented by Lynn Collins & Ben Wilder. The format has changed to 3 individual grant applications: Sponsorship, Advertising &

Promotion and Tourism Related. The grant workshop is scheduled for tomorrow (Thursday, Feb. 27<sup>th</sup>). Grant applications are on file at [www.haywoodtda.com](http://www.haywoodtda.com)

- Colleen Davis made a motion to approve the Grant Guidelines & Applications as presented.
- Dave Angel seconded the motion.
- Motion passed unanimously.
  
- Chairman Lowe informed the board that Brenda O'Keefe, former owner of Joey's, had commissioned a painting of Cataloochee Valley a number of years ago and has now donated the painting to the Great Smoky Mountains Chapter of the Rocky Mountain Elk Foundation to be used as a fundraiser. The members of the RMEF Chapter thought that the painting should go to the TDA for display in the Visitor Center as opposed to the painting perhaps being purchased and go outside of Haywood County. The Chapter had hoped to raise \$5,000 from the sale of the painting and have raised \$3,500 to date. The Finance Committee is recommending that the TDA pay the remaining \$1,500 for the painting to be displayed in the TDA Visitor Center.
- Dave Angel made a motion to approve the \$1,500 payment as recommended by the Finance Committee.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
  
- Chairman Lowe presented a budget amendment in the amount of \$1,500 for the payment to RMEF for the painting.
- Chris Corbin made the motion to approve the budget amendment as presented.
- Dave Angel seconded the motion.
- Motion passed unanimously.
  
- Chairman Lowe presented to the board, a letter of support for a proposed Maggie Valley Urgent Care Center.
- Colleen Davis made the motion to approve the letter of support for the proposed Maggie Valley Urgent Care Center.
- Dave Angel seconded the motion.
- Motion passed unanimously.
  
- Chairman Lowe presented a revised budget schedule stating that originally the budget was scheduled to be approved in May but due to the board's desire not to have a May meeting the budget schedule was pushed back to April.

#### **Old Business**

- Chairman Lowe stated that he had been approached by several board members about changing the time of the board meetings to 9:00am. After some discussion there was a consensus to change the time of the board meetings to 9:00am.

## **Adjournment**

- Chairman Lowe adjourned the meeting at 3:14pm.
- Lynn Collins, Recorder

## **ADDENDUM TO AGENDA**

Reports can be found at [www.HaywoodTDA.com](http://www.HaywoodTDA.com)