

**HCTDA Board Meeting Minutes
January 29th, 2020
TDA Office, Maggie Valley**

Members Present: Lyndon Lowe, Colleen Davis, Julie Davis, Mike Eveland, P. Shah, Chris Corbin, Katy Gould, Dave Angel, Kirk Kirkpatrick, Rob Huckaby, Gail Mull, David Francis

Members Absent: Amie Owens, Becky Seymour

Chairman Lyndon Lowe called the meeting to order at 2:03pm and welcomed the newly appointed TDA Board members; Rob Huckaby, Colleen Davis and Becky Seymour. Chairman Lowe also announced Katy Gould's reappointment as the Clyde Municipal representative.

Introductions

Adjustments to Agenda

- One adjustment to the agenda – there will not be a financial report presented today.

Public Comment

- No public comment.

Board Comments

- Chairman Lowe thanked Lake Junaluska for hosting the TDA Board meetings for the past several years.

Consent Agenda

- Dave Angel made a motion to approve the Consent Agenda which includes the minutes from the December 4th, 2019 TDA Board Meeting and a budget amendment reviewed by Executive Director Collins.
- Mike Eveland seconded the motion.
- Motion passed unanimously.

Administrative/Committee Reports

Finance Committee Report

- Finance Committee Chairman Chris Corbin reviewed the 3% report informing the board that the November numbers are 13% ahead of Budget and 10% ahead of the previous year which is very good considering we budgeted flat for the 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 still growing. He went on to state that in November the Vacation Rentals exceeded Hotel/Motel stays and that we normally see a boost in Vacation Rentals in the winter. The Penalty report appears to be pretty standard and we continue to work on delinquent accounts.

STR & AirDNA Reports

- P. Shaw presented the STR and the AirDNA reports and pointed out that on the STR report year to date through December occupancy is up 1%. ADR is flat and RevPAR show a slight increase.
- On the AirDNA report it reflects that the comparison between Dec. 18 and Dec. 19 shows a 30% increase. He went on to state that we should probably start taking a look at Vacation Rentals versus which of those could be used for housing.
- The increase in occupancy is 4% and the increase in entire houses is 25%.
- Chris Corbin asked if new vacation rentals show up on our books as one account?
- Director Collins replied that it depends if it is a single owner reporting taxes or if it is listed with a Property Management Company.
- P. Shaw asked if the Property Management Companies give us a listing of accounts.
- Discussion ensued about how we know if they are paying and if we should be doing something to follow up on these accounts. If we start seeing our trends change, we may need to address this.

New Business

- Chairman Lowe presented the Finance Committee recommendation to approve a 4% increase over FY 18/19 actual occupancy tax collections for the FY20/21 budget.
- P. Shah made a motion to approve the 4% increase as recommended by the Finance Committee.
- Dave Angel seconded the motion.
- Motion passed unanimously.

- Chairman Lowe presented the 1% Grant Recommendations for 28716 (Canton) in the amount of \$12,395.
- Chris Corbin made the motion to approve the recommendations as presented.
- Rob Huckaby seconded the motion.
- Gail Mull recused herself from the vote.
- Motion passed.
- Chairman Lowe presented the 1% Grant Recommendations for 28745 (Lake Junaluska) in the amount of \$12,675.
- Mike Eveland made the motion to approve the recommendations as presented.
- Dave Angel seconded the motion.
- Rob Huckaby recused himself from the vote.
- Motion passed.
- Chairman Lowe presented the 1% Grant Recommendations for 28751 (Maggie Valley) in the amount of \$41,471.
- Dave Angel made the motion to approve the recommendations as presented.

- Chris Corbin seconded the motion.
- Mike Eveland recused himself from the vote.
- Motion passed.
- Chairman Lowe presented the 1% Grant Recommendations for 28785/86 (Waynesville) in the amount of \$24,524.
- P. Shah made the motion to approve the recommendations as presented.
- Dave Angel seconded the motion.
- Colleen Davis recused herself from the vote.
- Motion passed.

- Chairman Lowe requested approval of a Bylaws Amendment recommended by the HCTDA Executive Committee for Article III, Section 1 as follows: The officers of the Authority shall be a Chairman, a Vice Chairman, a Secretary and a Treasurer. The Chairman and the Vice Chairman shall be elected by the Authority. The term of the Chairman shall be a two (2) year term of office. The term of the Vice Chairman shall be a one (1) year term of office. The Executive Director of the Authority shall serve as the Secretary and the Haywood County Finance Officer shall serve as the Treasurer. HCTDA Board members cannot serve in an officer position until serving at least one year on the HCTDA Board.
- Colleen Davis made the motion to approve the Bylaws Amendment as presented.
- Mike Eveland seconded the motion.
- Motion passed unanimously.
- Chairman Lowe requested approval of a Letter of Agreement with Beth Gilmore for PR Writing Services not to exceed the amount of \$2,500 by June 30th, 2020.
- Dave Angel made a motion to approve the Letter of Agreement for PR Writing Services as presented.
- Chris Corbin seconded the motion.
- Motion passed unanimously.
- Chairman Lowe turned the meeting over to Executive Director Collins for the Election of Officers.
- Director Collins presented the slate of officer nominations presented by the Executive Committee as follows:
 - Lyndon Lowe nominated to serve a two (2) year term as HCTD Chairman
 - Chris Corbin nominated to serve a one (1) year term as HCTD Vice Chairman
- Director Collins opened the floor to accept other nominations for Officers. With there being none, she closed the floor for nominations.
- Dave Angel make a motion to accept the nomination of Lyndon Lowe as Chairman and Chris Corbin as Vice Chairman as presented by the Executive Committee.
- Katy Gould seconded the motion.
- Motion passed unanimously.

- Chairman Lowe informed the board that included in the agenda packet is a 2020 Committee Sign-up sheet for the TDA standing committees and encouraged everyone to participate in at least one committee. He then asked the board member to complete the Committee sign-up sheet and turn in before leaving the meeting.
- Chairman Lowe announced that also included in the packet is the 2020 TDA Board Meeting Schedule, the 2020 Budget Schedule and the 2020 TDA Board Contact List.

Old Business

- Director Collins gave a response to an audit question that P. Shah asked during the December meeting. She gave the breakdown of the advertising sales line item in the budget to explain the negative variance.

Staff Reports

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

Adjournment

- Chairman Lowe adjourned the meeting at 3:22pm.
- Lynn Collins, Recorder

ADDENDUM TO AGENDA

Reports can be found at www.HaywoodTDA.com