

**HAYWOOD COUNTY
BOARD OF COMMISSIONERS**

AGENDA REQUEST

***Must be presented to the County Manager's Office
NO LATER THAN MONDAY, 5:00 PM THE WEEK BEFORE THE MEETING***

DATE OF REQUEST: 12-09-11

REQUESTED BY: Lynn Collins

MEETING DATE REQUESTED: December 19th BOCC Meeting
*Regular meetings: First (1st) Monday of the month at 9:00 am
Third (3rd) Monday of the month at 5:00 pm*

SUBJECT: Clarification of County Commission Minutes dated March 3, 2008

SUMMARY OF REQUEST: On March 3, 2008, the Haywood County Board of County Commissioners approved the makeup of the Haywood County Tourism Development Authority 1% Zip Code Subcommittees. The makeup of the 3 person 1% subcommittees (collecting less than \$100,000) was misstated in the meeting. The minutes of the meeting state: For any municipality collecting less than \$100,000 they would have a three person subcommittee, with one member residing outside of that zip code and municipality and two members would reside inside the zip code and municipality.

The correct wording is: For any municipality collecting less than \$100,000, they would have a three person subcommittee, with one member residing within the zip code but outside of the municipality and two members would reside inside the zip code and municipality.

PERSON(S) MAKING PRESENTATION AT MEETING: Lynn Collins

TITLE: Executive Director

PHONE NUMBER: 452-0152

E-MAIL: lynn@visitncsmokies.com

ATTACHMENTS: YES NO PowerPoint: YES NO

If yes, one ORIGINAL ATTACHMENT, fourteen copies, copied front and back side of pages, stapled and three-hole punched must accompany the agenda request

In an effort to save paper, attachments should be copied on both front and back sides of paper.

MARCH 30, 2008
County Commission

HAYWOOD COUNTY
CAPITAL PROJECT ORDINANCE AMENDMENT
FISCAL YEAR 2008

BE IT ORDAINED by the Board of Commissioners of Haywood County that the following amendment be made to the capital project ordinance for the fiscal year ending June 30, 2008.

Section 1. To amend the Capital Project Fund - Master Facilities, the expenditures are to be charged as follows:

Line Item C/P - School - ADM/Lottery Fund	Account Number	Current Budget	Increase (Decrease)	Amended Budget
C/O - window replacement	495913-559100-8LOT2		31,120	31,120

which will result in a net increase of \$ 31,120 in the expenditures of the Capital Project Fund.

To provide the additional revenue for the above, the following revenues will be increased as the money has been received:

Revenue	Acct. No.	Current Budget	Increase (Decrease)	Amended Budget
Restricted Intergovernmental - Lottery Funds	490050-459365-8LOT2		31,120	31,120

Section 2. Copies of this amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this the 30th day of MARCH, 2008

James R. Ammons
Chairman
Haywood County Board of Commissioners

ATTEST: *[Signature]*
Clerk to the Board

Explanation:
To appropriate the lottery proceeds to cover the new school project - replacement of windows at Weyneville Middle School per request by the School Board.
No county match required.

Tourism Development Authority (TDA) – Recommendation of Five Subcommittees

On behalf of the TDA Board, Scotty Medford Ellis, TDA Director presented a letter to the Board of County Commissioners stating that Ms. Ellis had met with all the municipality governments as well as Jimmy Carr at Lake Junaluska. Ms. Ellis explained that during the meeting of December 2007, the Board of County Commissioners recommended the additional one percent occupancy tax is to return to the zip code collection areas. Any zip code area that collects \$100,000 or more is to have a five person subcommittee. One member of that subcommittee would be from within that zip code, but outside of the municipality, and four members would live within the municipality of the same zip code. For any municipality collecting less than \$100,000 they would have a three person subcommittee, with one member residing outside of that zip code and municipality and two members would reside inside the zip code and municipality. The subcommittees would be appointed by the Board of County Commissioners. The names would be presented to the Board for recommendation by the municipalities and the Junaluska Assembly. Subcommittee members would serve a two year term. The TDA Board will make the final decision for how the additional money would be spent, but the subcommittees would present recommendations. Ms. Ellis explained that, if the Board of County Commissioners approve the names of the subcommittee members as recommended by the municipalities and the Junaluska Assembly, these names would be received by March 10th, 2008, in order to present them during Board meeting on March 17th, 2008. Chairman Ammons inquired of the two year terms for the subcommittee members being staggered. Ms. Ellis answered that staggering the terms would be a decision of the Board of County Commissioners. Chairman Ammons and Commissioner Enloe expressed their preference for leaving the terms at two years and not staggering those terms.

Commissioner Enloe made a motion to adopt this proposal relative to the subcommittees that are being developed and to the timeframes that are proposed. Vice-Chairman Kirkpatrick seconded and the motion carried unanimously.



Attachment #3

*Where the Sun Rises
on the Smokies*

MAGGIE VALLEY · WAYNESVILLE
CANTON · CLYDE
NORTH CAROLINA

HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

February 22, 2008

Mr. Larry Ammons, Chairman
Haywood County Board of Commissioners
Courthouse Annex
Waynesville, NC 28786

Dear Mr. Ammons,

On behalf of the Haywood County Tourism Development Authority Board of Directors, I would like to make a recommendation regarding five separate subcommittees based on the zip code collection areas from which the additional one percent Occupancy Tax is collected.

Zip code areas that collect \$100,000 or more would have a five member subcommittee, consisting of four members from inside the city limits of the zip code and 1 member from outside the city limits of the zip code. Zip code areas that collect less than \$100,000 would have a three member subcommittee, consisting of two members from inside the city limits/Lake Junaluska Assembly of the zip code and one member from outside the city limits/Lake Junaluska Assembly of the zip code. Based on projections, the 28751 zip code collection area would have a five member subcommittee and 28785/28786, 28716, 28745, and 28721 zip code collection areas would have three member subcommittees.

The County Commissioners would request the names for the subcommittees (five nominees for the five positions and three nominees for three positions) from Lake Junaluska Assembly and the four Municipal governments. The subcommittee members would be appointed by the County Commissioners for a two-year term.

The five subcommittees would make recommendations to the Tourism Development Authority Board on how the additional 1% Occupancy Tax could be spent. The Law states "based on recommendations from and in consultation with each of the five collection areas, the Authority shall use at least two-thirds of the funds in each account to promote travel and tourism and the remainder for tourist-related expenditures in each of the collection areas."

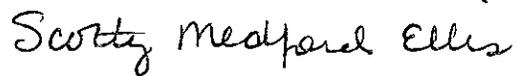
I met with the Maggie Valley Town Board on January 22; Jimmy Carr, Lake Junaluska, on February 4; the Canton Town Board on February 12; the Waynesville Town Board on February 12; and the Clyde Town Board on February 13. They have each agreed to this recommendation.

I would suggest the following timeline:

- March 3 Clarify the Tourism Development Authority Resolution to include subcommittees.
- March 10 Lake Junaluska Assembly and the four Municipal governments must submit their nominees for their respective subcommittees by 5:00 p.m. to the County Mangers Office.
- March 17 Appoint the subcommittees.

I will be glad to answer any questions.

Sincerely,



Scotty Medford Ellis
Executive Director

Haywood County Tourism Development Authority
Minutes of Board of Directors Meeting
Haywood County Justice Center, Commissioners Board Room, Waynesville
February 27, 2008
3:30 p.m.

PRESENT: Alice Aumen, Wendy Banks, James Carver, Sammy Carver, Marion Hamel, Carroll Mease, Art O'Neil, Phyllis Prevost, Deborah Reed, Ron Reid, Pat Smathers, Mark Clasby, Julie Davis, and Scotty Medford Ellis.

ABSENT: Ken Stahl and Mary Ann Enloe.

ADJUSTMENT OF AGENDA

Chairman Alice Aumen made the following adjustments to the agenda: Advertising will be moved before Finance, and Marion Hamel will be giving the Finance committee report due to Ken Stahl's illness.

MINUTES

Motion was made by James Carver to accept the minutes of the January 30, 2008 meeting with Pat Smathers's addition regarding Resolution-Contract and Leases - the sentence did state "County attorney, Chip Killian, advised that all existing Contracts and Leases should be assumed and ratified by the new Board" and corrected to state "County attorney, Chip Killian, through Executive Director Scotty Medford Ellis, advised that all existing Contracts and Leases should be assumed and ratified by the new Board." Seconded by Phyllis Prevost. Motion carried unanimously.

ADVERTISING COMMITTEE REPORT

Advertising Committee chair, Deborah Reed, reported that the Advertising committee met with our Advertising Agency Representative, Jay Sokolow of The Tombras Group of Knoxville, Tennessee. The Conference Report from the meeting is included for your information. (See attachment #1)

Advertising Committee chair, Deborah Reed, stated the Advertising committee unanimously recommends by motion to renew our Advertising Agency contract for three years with The Tombras Group. (See attachment #2)

Chairman Alice Aumen stated according to Robert's Rules of Order, a motion made by a duly appointed committee of the assembly requires no second from the floor since the motion's introduction has been directed by a majority vote of the committee there is, however, discussion.

Pat Smathers questioned why we are contracting for three years instead of one year. Chairman Alice Aumen responded we have always had a three-year contract with exception to last year, which was to bring us up to a three-year contract. Also she stated the fiscal year is not in conjunction with the tourism year. Executive Director Scotty Medford Ellis stated a three-year contract is done for continuity. Phyllis Prevost stated future planning is required in advertising, which extends beyond a one-year period and a three-year contract is optimal. Pat Smathers stated he is trying to get a good grip on advertising in the County and the Statute states we are to

promote tourism but he questioned how we were to do that. He questioned if there was a mission statement. He proposed we have a retreat in the next 30 to 60 days and discuss a mission statement. Chairman Alice Aumen stated we have a mission statement although it is old. Pat Smathers questioned our Advertising Agency Representative, Jay Sokolow, regarding whether the contract was for a set amount of money or on an as needed basis. Advertising Agency Representative, Jay Sokolow, responded it is a per need basis based on the desires of the Finance Committee and the Board. The Marketing/Advertising budget is decided annually. We typically have a planning session with the Advertising Committee, which we had last week and are planning another meeting to map out the types of activities that are important to this Board and the Advertising Committee as representatives of the entire Board. We then go back to the Advertising Committee with recommendations on how to allocate those funds based on the desires of the Board and Advertising Committee. After a lengthy discussion, the motion carried unanimously.

Executive Director Scotty Medford Ellis responded to James Carver's question from the previous meeting regarding Wal-Mart dropping BH&G magazine from their shelf. She reported we are already committed to the May North Carolina Coop and it is too late to cancel. We will monitor the inquiries very closely but believe the majority of the inquiries come from subscriptions.

Advertising Agency Representative, Jay Sokolow, stated every year in the advertising industry there is an opportunity to show case the work we have done for our clients. This year, The Tombras Group entered five items at their expense on behalf of the TDA to the American Advertising Federation's annual Addy Awards. It is a three-step awards program - local for the Knoxville DMA, Deep South District (eight states in the Southeast) and National competition. It is to reward and to recognize creative advertising/marketing excellence. The TDA won two gold awards, one silver award and one bronze award. The Familiarization Tour three dimensional invitations won two gold awards – one gold award in collateral material special event invitation and one gold award for special event material campaign. This got rave reviews from the judges and came within one-tenth of one percent of winning best of show. The TDA won a silver award for our Web site. The judges did not issue a gold award for any Web sites. The judges sited the creativity of the Web site, the functionality, the easy way to navigate and engaging to the visitor. The TDA won a bronze award for our consumer ad campaign, "Getting to the Middle of Nowhere."

Jay Sokolow stated in the Conference report he had omitted Wendy Banks' request that he look into other creative marketing award competitions and the costs to the TDA for entering.

FINANCE

Julie Davis presented the Balance Sheet as of January 31, 2008, an Income Statement through January 31, 2008, and a General Ledger that shows a detailed listing of all transactions for the month ended January 31, 2008. Also included for your information is a Cash Disbursement Journal for the month of January 2008. Overall, revenues received represented approximately 63% of budgeted amounts, and expenditures represented approximately 46.5% of appropriations. Fiscal year to date revenues exceeded expenditures by \$141,951 through January 31, 2008. At January 31, 2008 there was \$20,953 in checking and \$312,043 invested at NCCMT. It was suggested at the last meeting to report some type of a fund balance every month and even though

Executive Director Scotty Medford Ellis responded to Pat Smathers request from the previous meeting regarding contacting Haywood Community College to discuss the Mid-Atlantic Intercollegiate Woodmen's Meet, and she reported they needed a \$1,000 sponsorship. According to Bob Pinkston, event coordinator, she later found out the college would have to get a \$5,000 insurance waiver and did not know if they could raise the funds or if they would have to cancel the meet.

Marion Hamel stated the Finance Committee unanimously recommends by motion to grant the request by the Maggie Valley Chamber of Commerce to reallocate \$1,500 from their Miss Maggie funding and \$24 the International Day Festival did not use, for a total of \$1,524 to be used for their Visitor Center funding. Motion carried unanimously.

Marion Hamel stated the Finance Committee unanimously recommends by motion to request the County Commissioners clarify the Occupancy Tax Resolution to include the Subcommittees. Executive Director Scotty Medford Ellis will be making this request at the County Commissioners meeting on March 3. (See attachment # 3) County attorney, Chip Killian, through Executive Director Scotty Medford Ellis, stated it sounded okay. Motion carried unanimously.

Marion Hamel stated the Finance Committee unanimously recommends by motion to approve the 1% Occupancy Tax Funding Guidelines and the 3% Occupancy Tax Funding Guidelines. (See attachment #4 and #5) Marion Hamel reported the Finance committee had a lot of discussion regarding the Funding Guidelines and the Guidelines are very well written and are very clear. County attorney, Chip Killian, through Executive Director Scotty Medford Ellis, stated he did not see any legal issues and they looked good. Motion carried unanimously.

Executive Director Scotty Medford Ellis included in your Board packet the 2006/2007 Budget Amendment, which Pat Smathers had requested at the previous meeting. Also, she included the only Budget Amendment (October 24, 2007) done thus far for the 2007/2008 Budget. The TDA only has \$13,223 unreserved Fund Balance remaining this fiscal year.

Executive Director Scotty Medford Ellis reported that due to the number of members on the TDA Board we can not move to the Old Courthouse court room when the County Commissioners relocate. Even if we could relocate to the Old Courthouse it would cost us \$20,000+. We have looked at relocating to the MARC building banquet room, but the Board of Elections will be holding one-stop voting as well as testing their voting machines there. The County pointed us to the Extension Office meeting rooms. The Finance committee looked at buying equipment or renting equipment. The County has borrowed the limit so the TDA cannot borrow money.

Marion Hamel stated the Finance Committee unanimously recommends by motion to approve the relocation of the TDA Board meetings to the Extension Office beginning in April due to the number of members on the Board, which includes \$21,600 rental fees for the next 3 years up front to StressFree Productions. This money would come from the unreserved general fund (\$13,223), capital outlay promo (\$5,000), and postage promo (3,377). This will allow us to continue having our meetings recorded and televised. Pat Smathers requested we look at the

we talk about fund balance in relation to the year-end. In the Statement of Financial Position, the amount listed as Total Net Assets comes as close to a calculated fund balance as possible in the current cash basis statements, and it can be used for comparison purposes.

Motion was made by Pat Smathers to accept the January Financial Statement. Seconded by Phyllis Prevost. Motion carried unanimously.

Executive Director Scotty Medford Ellis reported December 2007 Occupancy Tax was down 3% over December 2006 Occupancy Tax, and year to date Occupancy Tax is up 15%.

Executive Director Scotty Medford Ellis responded to Pat Smathers question from the previous meeting regarding why August Occupancy Tax was up 37% and November Occupancy Tax was up 24%. She reported the following for why August Occupancy Tax was up 37%: the weather was fantastic; Ghost Town was open; a lot of motorcyclists in the area; Great Smoky Mountain National Park was up 10%; Blue Ridge Parkway was up 3%; August 3 thru 5 - 4th Annual Mater Festival; August 4 - Lake Logan Triathlon; August 4 - Haywood Book Mania; August 11 - Piano Concert Series; August 12 - Junaluska Singers Christmas in August; August 18 - Maggie Valley Moonlight Race; August 24 - Cruso Quilt Show; August 25 - Thunderbird Car Show; August 25 - Beach Boys Concert; August 30 thru September 3 - Canton Labor Day Celebration; August 31 - 1st Annual Raymond Fairchild Jamboree; August 31 - Jakes Women play. Asheville was up 9.4% in August, and Jackson County was up 2% in August. She reported the following for why November Occupancy Tax was up 24%: long leaf season - leaves lasted till late November; weather was good; more motorcyclists and cars scenic touring; Blue Ridge Parkway entrances were up - Hwy 276 up 12%, NC 215 up 43%, Hwy 23/74 up 69%, US 19 up 67%; Cataloochee Ski Area opened November 7; November 2 thru 11 - Whose Afraid of Virginia Wolf play; November 18 - Holiday Open House, November 23 - Open House at Lambuth Inn; November 26 - Waynesville Christmas Parade. Asheville was up 7.1%, and Jackson County was up 53% due to a very long leaf season; WNC Pottery 2 day Festival, and Mountain Artisans Hand Candy Christmas 1 day Show.

Marion Hamel reported the Finance Committee had two meetings. She reported the financial status report is only conservative projections and the \$86,000 negative cash flow were determined by the graph of net income/net loss with the actual figures attached done by Julie Davis. The GAP report shows that revenue is two months behind but expenses occur each month. We do not have May and June Occupancy Tax at the close of the fiscal year (June 30).

Marion Hamel stated the Finance Committee unanimously recommends by motion to reinstate \$3,000 to the Trout Festival in Maggie Valley. The money would come from the \$1,500 from Vettes in the Valley that Marion Hamel refused because she is on the Board, \$550 the Clogging Hall of Fame did not use, and \$950 the International Day Festival did not use. Motion carried unanimously.

Marion Hamel reported the Finance Committee did not approve any requests for funding or requests for additional funding due to the financial status of the TDA.