

Henderson County Tourism Development Authority Board Meeting

August 25, 2026

1:00 pm

Henderson County Welcome Center Conference Room

Board Members present: Danielle McCall (Chair), Julie Hall, Travis Bonnema, Roy Dickerson, Mike Burnette, Steven Brown, Tina Little, Laura Rice, Satis Patel

Others: Sabrina Rockoff, attorney; Michelle Owens, Debi Smith, Ashley Downer, Randall Cox, Boomer Sassman, Jane Duncan, Mikayla Johnson (remote), Kristen Murphy (remote).

Call to Order: The meeting was called to order by the Chair at 1:00 p.m.

Public Comment: The Chair called for public comment. There was none.

Consent Agenda: Mr. Burnette moved to approve the Consent Agenda containing the following items:

TDA Board Meeting Minutes of the July 2026 meeting

Ms. Hall seconded the motion, and the motion carried unanimously.

Welcome to New Board Member: The Board Chair welcomed the newest board member, Satis Patel, appointed by the Village of Flat Rock. The Board each introduced themselves to Mr. Patel.

Annual Board Orientation: Sabrina Rockoff, Board Attorney, presented annual board orientation. She discussed the general structure of tourism development authorities; the responsibilities of HCTDA board members; conflicts of interest; public records; public meetings; and board best practices.

Election of Committee Members: The Board Chair explained that under Article V, Section 1 of the HCTDA Bylaws, the Executive Committee is required to submit a slate of committee members to the Authority for a vote no later than the August meeting and the Authority must approve the committee appointments. Ms. Hall presented the approved slate from the Executive Committee. The slate includes:

Executive Committee: Danielle McCall, Chair; Julie Hall; Travis Bonnema

Marketing Committee: Travis Bonnema, Chair; Mike Burnette; Roy Dickerson; Jamie Carpenter (Community Member)

Grants Committee: Julie Hall, Chair; Steven Brown; Laura Rice.

The Executive Committee moved approval of the slate as presented. As the motion came from committee, no second was required. The motion passed unanimously.

Finance Report: Randall Cox presented the June 2026 financial report. The report has been modified because the County does not yet have final numbers for year-to-date budget. Those numbers are currently being audited and should be finished in late October. The collections through June 2026 are final. June 2026 was a historic month for gross collections for the TDA. This is the largest month the TDA has ever had in collections. Comparing June 2025 to June 2026 shows a 30% increase in collections. The Board discussed reasons for the increase. Ms. Hall moved to approve the June 2026 Finance Report. Mr. Burnette seconded, and the motion carried unanimously.

TDA Staff & Contracted Professionals Update: The Executive Director presented on the Trail Tourism Toolkit at the Rails to Trails organization. Ms. Rice spoke about the Rails to Trails Organization and the Executive Director's role in the presentation. The Executive Director also spoke at the Kiwanis club this month. She has also been focused on strategic priorities for the year. The Deputy Director has been onboarding new data partners and will be presenting on data in the September Board Meeting. The Social and Special Campaigns Coordinator has been working on new digital trails and website blogs as well as co-op enrollment. The Executive Director also discussed on-going work with contractors, including JBD Insights, Paradise Advertising, Distl PR and Big Boom Design. The Executive Director also went through the Visit NC Economic Impact of Travel for Henderson County. Henderson grew 3.6% compared to 1.3% statewide. Henderson County experienced \$453.3 million in visitor spending in 2025, which was a 3.6% increase from the prior year. Henderson County maintained its position as #17 out of 100 NC Counties. Henderson County gained \$15.89 million in visitor-spending, which places the county 12th in the state. Henderson County has proved resilient since Hurricane Helene, experiencing the most growth of hurricane impacted counties in WNC.

Marketing Update – Annual Co-Op Program: Jane Duncan with JBD Insight presented the marketing update for the month regarding the co-op program. Ms. Duncan described the pilot year participation – 23 partners participated, which is about 60% of those with whom the team had direct conversations; 53 ad slots were filled, which represents a 43% fill rate. The goal of the program is to allow partners to reach a wider audience. The partners received 13,444,290 total digital impressions and 180,000 in print circulation. The impressions break down to 854,820 median impressions per digital co-op partner. Ms. Duncan also provided the pilot year metrics by platform. In the pilot year, the co-op plan period showed a 48% cumulative increase in visits to co-op partners' listing pages and a 7% increase in visits to all partner listing pages. Ms. Duncan reminded the Board that the program is subsidized by the

HCTDA paying 80% of media cost and all costs associated with strategy, planning, creativity and management. Ms. Duncan said that from the pilot year, they learned that the program needs to be straightforward and has been right-sized based on pilot year usage. The FY27 program has launched. Six partners are already enrolled across 33 ad slots. Several vendors are already sold out, including GSP airport, February Midtown Magazine email, and Fall Meta ads. Ms. Downer is serving as the TDA point of contact which has allowed for program streamlining and efficiency.

New Business: None.

Adjournment: Ms. Hall motioned for the Board meeting to adjourn. Mr. Burnette seconded the motion, and it passed unanimously. The meeting was adjourned at 2:28 pm.

Next Meeting: HCTDA Board Meeting September 22, 2026 at 1:00 p.m. at the Henderson County Welcome Center.