

## **Henderson County Tourism Development Authority Board Meeting**

**July 28, 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

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

**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, so the Chair moved into the Consent Agenda.

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

TDA Board Meeting Minutes from the May 2026 meeting

Marketing Updates & Media FY26-27

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

**Welcome to New Board Members:** The Board Chair opened the floor for Board Member Introductions. Each board member introduced themselves as follows: Julie Hall, Travis Bonnema, Steven Brown, Mike Burnette, Roy Dickerson, Tina Little, Laura Rice, and Danielle McCall. The Chair then asked Boomer Sassman to introduce himself to the Board. He is the owner of Big Boom Designs and has been working with the TDA for 10 years on various web design and development projects.

**Naming of Committee Chairs:** The Board Chair presented the committee chairs for FY26-27. Travis Bonnema is the Chair of the Marketing Committee and Julie Hall is the Chair of the Grants Committee.

**Board Meeting Dates FY26-27:** The Executive Director presented the Board meeting dates for FY26-27. The Board meeting dates are the fourth Tuesday of each month with the following exceptions: the November meeting to be the third Tuesday of the month, November 17, to avoid conflicts with the Thanksgiving holiday; and cancelling the Board meetings for December and June. The Board will have the opportunity to attend the

December Legislative Breakfast on December 8, 2026 and the June Partner Celebration on June 22, 2027. Ms. Hall moved to approve the Board Meeting Dates as presented. Ms. Little seconded, and the motion carried unanimously.

**Finance Report:** Randall Cox presented the May 2026 financial report. Mr. Burnette moved to approve the May 2026 Finance Report. Mr. Brown seconded, and the motion carried unanimously.

**TDA Staff & Contracted Professionals Update:** The Executive Director presented the Staff and Contracted Professionals Update. Over the last several months, she has been working on the Partner Celebration, onboarding the new board members, and conducting a staff fam tour. The Board's legal counsel will present the Board Orientation next month. Paradise . completed its Spring/Summer shoot in June. Additionally, staff and contractors have been working on website improvements and streamlining the Governance website. Distl PR is excited about adding two new partners to the ice cream trail. Mr. Bonnema about reports regarding the Co-Op marketing from last year. Ms. Smith stated they are still wrapping up numbers from last year, but the Board will receive a final report very soon.

**Marketing Updates & Media FY26-27:** Kristen Murphy (VP, Account Strategy) and Natalie Helton (Senior Media Planner & Buyer) from Paradise Advertising presented the Marketing Update.

Spring & Summer Shoot: Fall shoot was done in Nov. '25 and those assets are live in Market. They finished the spring summer shoot just over a month ago. Ms. Murphy showed a highlight reel of the Spring + Summer Production and other assets from the shoot. She noted that the setups were driven by researched trends of what consumers are looking for in travel. Ms. Murphy reminded the Board of the FY27 Marketing Strategy and updated the Board on upcoming campaigns and the timing for each of the campaigns. Ms. Murphy noted that it may seem that campaigns are starting but that is necessary to attract visitors who are booking early.

Paid Ad Strategy - Natalie Hertton reiterated Paradise's goals to generate demand with increased awareness to potential visitors who fit in target audience through paid social, streaming commercials, display banners on apps, email marketing, native advertising and print to reach those who may not be familiar with Hendersonville/Henderson County. Ms. Hertton discussed several different strategies in use including Return Path Audience Strategy, Competitive Targeting, and others. These strategies are designed to influence potential travelers in different phases of the funnel. Ms. Hertton concluded with a slide that presented the Media Partners for FY26-27.

Ms. Murphy finished with a look ahead at future marketing updates and new data sources. She also highlighted upcoming campaigns. The Board asked about dates for Winter Ramble which will be the last weekend in February. The Board asked about success of the tactics being used. Ms. Murphy discussed how there are very specific metrics to find ROI on the tactics. Mr. Dickerson said he appreciated the diversity Paradise uses to promote Henderson County. He compared it to a previous TDA he worked with and said he likes how Paradise puts focus on experiences that can appeal to every demographic.

**New Business:** None.

**Closed Session:** Ms. Hall moved for the HCTDA to go into closed session pursuant to North Carolina General Statute 142-138.11(a)(3) to consult with an attorney retained by the Henderson County Tourism Development Authority about matters with respect to which the attorney-client privilege between the HCTDA and its attorney must be preserved. Mr. Burnette seconded, and the motion passed unanimously.

The Board entered Closed Session at 1:50pm.

Upon motion duly made, the Board moved out of Closed Session at 2:03pm.

**Adjournment:** Mr. Burnette motioned for the Board meeting to adjourn. Ms. Hall seconded the motion, and it passed unanimously. The meeting was adjourned at 2:03pm.

**Next Meeting: HCTDA Board Meeting August 25, 2026 at 1:00 p.m. at the TDA Welcome Center.**