



**JACKSON COUNTY TOURISM
DEVELOPMENT AUTHORITY**

November 19, 2024

Jackson County Commissioners
401 Grindstaff Cove Road
Sylva, NC 28779

Jackson County Board of Commissioners,

On behalf of the Jackson County Tourism Development Authority (JCTDA) and our Executive Committee, I am pleased to present our recommendation for a nomination to the TDA board. This appointment will fill a key board vacancy and ensure strong leadership for our organization.

For the vacant seat for North Jackson, Hospitality and Tourism Sector, from the Broader Hospitality and Tourism Professionals group, we recommend Bernadette Peters, Economic Development Director for the Town of Sylva. Her bio is below:

Bernadette Peters has more than 35 years of experience in marketing, business development, and entrepreneurship. As Economic Development Director for the Town of Sylva, she works closely with new businesses, property owners, and developers to support growth and revitalization efforts.

Bernadette also manages the Nationally Accredited Main Street Sylva Association program, helping property owners in historic downtown Sylva rehabilitate buildings and activate unused spaces. Her leadership has contributed to over \$600,000 in private investment and \$230,000 in public investment in the past year. Through the program, volunteers logged 676 hours to organize town events, promotions, and improvements.

She works with Jackson County on a range of economic development and promotional projects and serves on the Workforce Development Board for the Southwestern Commission Council of Governments, demonstrating her dedication to supporting local businesses and the broader community.

We greatly appreciate your consideration of Ms. Bernadette Peters for this appointment to our Board of Directors. Her extensive experience and dedication to economic development make her an outstanding candidate to support our mission.

Sincerely,

A handwritten signature in black ink that reads 'Nick Breedlove'.

Nick Breedlove, JCTDA Executive Director

TOURISM DEVELOPMENT AUTHORITY (TDA)			
<i>NAME</i>		<i>APPOINTED</i>	<i>EXPIRES</i>
Mandi Cantrell 45 Maple Leaf Drive Dillard, GA 30537 mandicantrell@yahoo.com 706-490-1733	South Jackson Hospitality and Tourism	Fill unexpired term of Scott Greene 01-17-2023 11-21-2023	12-02-2026
Daniel Fletcher Hotel Cashiers P.O. Box 266 Cashiers, NC 28717 daniel@outlandhospitality.com 374-405-1444	South Jackson Hospitality and Tourism	Fill unexpired term of Kathy Korb 12-15-2020 11-01-2022	12-02-2025
Craig Smith Bear Lake Reserve P.O. Box 96 Tuckasegee, NC 28783 craig@bearlakereserve.com 828-508-8042	South Jackson Hospitality and Tourism	12-15-2020 11-21-2023	12-02-2026
Peter Evers 165 Avery Drive, NE Atlanta, GA 30309 peter@rlipartners.com 404-310-7071	North Jackson Hospitality and Tourism	11-19-2024	12-02-2026
Megan Orr Holiday Inn Express 61 Windsong Lane Whittier, NC 28789 megano@nighstarlodging.com 828-736-2894	North Jackson Hospitality and Tourism <i>Secretary</i>	03-06-2017 Fill unexpired term of Noah Bell 11-25-2019 11-01-2022	12-02-2025
Vacant	North Jackson Hospitality and Tourism		12-02-2027
Robert Jumper - Chairman P.O. Box 784 Clyde, NC 28721 rojump@nc-cherokee.com 828-359-6482	At Large Hospitality and Tourism	11-25-2019 11-01-2022	12-02-2025 Chair 12-02-2025
Ashlie Mitchell-Lanning 194 Tarragon Drive / P.O. Box 1491 Cashiers, NC 28717 Director@cashiersgreen.com 404-980-9361	Cashiers Area Chamber of Commerce	12-07-2021	12-02-2024

Trevor Brown c/o Cullowhee Recreation Center 88 Cullowhee Mountain Road Cullowhee, NC 28723 828-293-3053	Jackson County Chamber of Commerce	11-21-2023	12-02-2026
Susan Gregory Cashiers Area Chamber of Commerce P.O. Box 238 Cashiers, NC 28717 director@cashiersareachamber.com 828-743-5191	Cashiers Area Chamber of Commerce		Ex-Officio
Julie Spiro, Director Jackson Chamber of Commerce 773 West Main Street Sylva, NC 28779 julie@nc-mountains.com 828-586-2155	Jackson County Chamber of Commerce	12-03-2012	Ex-Officio
Mark Jones Jackson County Commissioner markjones@jacksonnc.org 828-226-6132	Commissioner	12-07-2020 12-06-2022	Ex-Officio
Darlene Fox Finance Officer 401 Grindstaff Cove Road Sylva, NC 28779 darlenefox@jacksonnc.org 828-631-2249	Finance Officer for TDA	12-03-2012	Ex-Officio

TDA formed 11-19-2012 by Resolution R12-34, Amended October 15, 2024
Session Law 2011-170, House Bill 96

Staggered 1, 2 and 3-year terms

9-member board

Chairman appointed each year by Commissioners, BOC does not have to approve the vice chair

Meets on the third Wednesday at 1:00 p.m.