



**JACKSON COUNTY TOURISM  
DEVELOPMENT AUTHORITY**

April 19, 2017

Dear County Manager Don Adams & Jackson County Board of Commissioners,

In researching Personnel & HR policies for our new employee position, it was discovered by the Jackson County Human Resources Director that Jackson County would be required to offer health insurance through the Affordable Care Act to the Executive Director, a Jackson County Tourism and Development Authority (JCTDA) employee.

Though discussions with the Jackson County Attorney, HR Director, and Finance Director, it is apparent the county is already providing a number of services to the JCTDA. The administration of benefits by Jackson County for the JCTDA employee is an operationally efficient consideration for both the county and the JCTDA. This arrangement is by far the most common in the state.

The JCTDA Board voted and passed a motion on April 19, 2017, to request that the Executive Director, Nick Breedlove, be identified as a County employee, in accordance with Resolution R12-34 and that the Executive Director will report to the JCTDA Board of Directors. The JCTDA Board of Directors will be responsible for conducting annual performance reviews; the JCTDA would retain disciplinary and/or termination ability for the position.

The JCTDA recommends this change take effect May 1, 2017, which will allow employee benefits to take effect June 1, 2017. The salary for the position shall be in line with the amount previously requested of the Jackson County Board of County Commissioners.

Thank you for your consideration of this request.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Robert Jumper'.

Robert Jumper, Chairman-Jackson County Tourism Development Authority



## JACKSON COUNTY

### Human Resources Department

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To: Jackson County Board of Commissioners  
From: Danielle Wittekind, Human Resources Director  
Date: April 21, 2017  
Subject: JCTDA Executive Director – Classification Recommendation

#### **Jackson County Classification**

Below is the recommendation for the classification and grade for the Jackson County Tourism Development Authority Executive Director position. The position would be subject to Jackson County's pay plan, offered Jackson County benefits and would participate in the Local Government Employees Retirement System. The position would report directly to the Jackson County Tourism Development Authority Board of Directors; all actions/decisions associated with performance evaluation, disciplinary action, and termination of the employee rests with the JCTDA Board.

Position: JCTDA Executive Director  
Classification: Grade 30  
FLSA Status: Exempt

Recommend setting starting salary at Grade 30, Step 9 in the amount of \$61,723.61 that is comparable to the \$61,500 salary approved by the Jackson County Board of Commissioners on February 6, 2017. Further, recommend that if the position becomes a County position before July 1, 2017 that it would not receive any step increases for FY17-18 to remain at the level originally requested by the JCTDA and in all subsequent years, the position's salary would follow the County's pay plan for salary adjustments.

#### **Affordable Care Act – Offer of Coverage**

In review of the JCTDA Executive Director position, the individual in the position must be offered Jackson County health insurance pursuant to the Affordable Care Act (ACA) whether he is an employee of Jackson County or an employee of Jackson County Tourism Development Authority.

ACA requires applicable large employers (ALEs) to offer coverage to employees who regularly work 30 or more hours per week. Under the employer aggregation rules of ACA, companies with a common owner or that are otherwise related under specific rules of section 414 of the Internal Revenue Code are generally combined and treated as a single employer for determining ALE status.

As the 15 member Jackson County Tourism Development Authority Board is 100% appointed by the Jackson County Board of County Commissioners, there is sufficient level of control under section 414 rules and any employee of the Jackson County Tourism Development Authority would be considered an employee of Jackson County as an ALE for ACA purposes.



**JACKSON COUNTY  
HUMAN RESOURCES**

**JOB DESCRIPTION**

<b>Working Job Title:</b>	Jackson County Tourism Development Authority Executive Director	<b>Status: (FT or PT)</b>	Permanent Full-Time
<b>Classification Job Title:</b>	Director	<b>Function of Government:</b>	Economic & Physical Development
<b>Department:</b>	Tourism Development Authority	<b>FLSA Classification:</b>	Exempt
<b>Reports To:</b>	Tourism Development Authority Board	<b>Grade:</b>	Grade 30

**I. Primary Purpose of Position**

Plans, organizes, and directs the operations of the Jackson County Tourism Development Authority (JCTDA) performing promotional and consultative work to achieve the vision and goals set by the Jackson County Tourism Development Authority Board of Directors (Board).

**II. Essential Job Functions (Duties and Responsibilities)**

- Evaluate all recommendations from the Board, committees, or consultants and make recommendations to the Board for implementation.
- Implement policy as formulated by the Board.
- Provide oversight and direction into the Visitor Center operations. The Executive Director shall work with Chamber Executive Directors to implement and oversee their contractual scope of work.
- Maintain all official records and historical documents and ensure compliance with federal, state, and local retention regulations. The Executive Director shall preserve all records pursuant to NCGS 132 and provide copies of requested documents to the public as requested.
- Coordinate Board meetings, establish agendas and provide supplementary information and communicate as necessary to conduct efficient and productive meetings.
- Communicate with the Board through regular e-mails, calls and meeting updates as needed to keep Board apprised of project statuses.
- Promote active and broad participation by volunteers in all areas of the organization's work.
- Maintain the JCTDA website, distribute bi-monthly e-newsletters with advertising agency, and synchronize efforts among all partner agencies.
- Maintain listings on the JCTDA website and the VisitNC State Tourism website for lodging, restaurants and events. The Chambers of Commerce shall notify Executive Director of any changes in listings or eligibility as soon as changes occur.

- Attend all committee meetings as schedule permits.
- The Executive Director will publicize meeting notices and notify press in accordance with NCGS Chapter 143, Section 33C.

***Planning and Organization:***

- Engage with the Board to develop strategies, programs, and policies to promote tourism.
- Ensure the JCTDA follows its long-range strategy to achieve its mission and towards which it makes consistent and timely progress.

***Marketing, Public Relations and Social Media:***

- Advise and coordinate with advertising, public relations, social media and other firms contracted by the JCTDA to modify work plans to best suit the needs of the JCTDA.
- Assist with implementation of initiatives created by the marketing agency in the promotion of tourism of the county.
- In conjunction with marketing partners, regularly examine and define target demographics, monitor performance, and adjust strategy accordingly.
- Oversee the development, review and distribution of fulfillment pieces, advertising, media releases, and social media campaigns.
- Work with the Marketing Committee and Advertising Agency on the approval of the JCTDA's Marketing and Communication plan. The Executive Director has the authority to modify the Marketing and Communication plan in line with the goals and strategies of the approved plan.
- Publicize the activities, program, and goals of the organization.
- Issue statements, comments and opinion on behalf of the organization in consultation with the Chair and/or the TDA attorney.

***Financial:***

- Provide leadership in the development of program, organizational and financial plans. The Executive Director will coordinate with the Finance Officer to maintain up-to-date financial records and plan the budget for the upcoming fiscal year. The Executive Director will responsibly manage the budget using accounting best practices to ensure the expenditures do not exceed available funds. The Executive Director will promote an attitude of thrift regarding expenditures by the JCTDA.
- Receive, review and approve monthly invoices for reimbursement received from all contracted firms and the Chambers of Commerce.
- The Chambers of Commerce will submit quarterly payroll reports to the Executive Director and the Finance Officer.
- The Executive Director will request reimbursement of grant or special project funds from the Finance Officer.
- The Executive Director will develop a budget in conjunction with the Finance Officer for approval no later than June 30 of the fiscal year.

***Promotion of the JCTDA:***

- Commit to maintain and strengthen industry knowledge, stay abreast of changes in the tourism industry and exchange information through attendance at meetings, seminars, conventions, and workshops.
- Maintain a working knowledge of significant developments and trends in the field. The Executive Director should regularly participate in professional development.

- Maintain strong working relationships and cooperative arrangements with community groups, contracted agencies and organizations. The Executive Director is to meet with stakeholders and Board members on a regular basis.
- Portray the JCTDA in the community with the highest standards of conduct and integrity.
- Maintain visibility as the main representative of the JCTDA.
- This document shall remain in force and renew automatically, year-to-year unless amended by the Board.

### III. Other Job Functions

Performs related duties as required or assigned by the JCTDA Board.

*JCTDA Board reserves the right to add or amend duties at any time.*

### IV. Knowledge, Skills, and Abilities

- Thorough knowledge of principles, practices and processes involved in tourism development.
- Thorough knowledge of the principles of management, business, their organizational procedures, and financing.
- Thorough knowledge of the principles and practices of promotional work including media, printing, or journalism technology.
- Considerable knowledge of the techniques for dissemination of information to the public through a variety of media.
- Considerable knowledge of Jackson County as a tourist attraction.
- Considerable knowledge of the local, regional, state and federal resources and agencies available to assist with various tourism development activities.
- Considerable knowledge of marketing principles and practices.
- Skills in data collection and analysis, and establishment of data bases about pertinent County statistics and demographics.
- Ability to plan, manage, and coordinate tourism activities.
- Ability to communicate effectively in oral and written forms.
- Ability to establish and maintain effective working relationships with promotional agencies, tourism associations, civic groups, industry/business executives and owners or representatives, public officials at the local, state and federal levels, contractors, community leaders and organizations, other department heads, superiors and other employees.
- Ability to analyze situations accurately and make correct recommendations for each industrial contact.

### V. Minimum Education and Experience Requirements

*Minimum:* Bachelor's degree in journalism, marketing or public relations and five years' experience in marketing, communications or public relations with demonstrated knowledge, skill and ability in marketing design and execution, communications and public relations activities, developing and managing budgets, preparation and delivery of press releases, oversight of design and production of print materials and publications and strong oral and written communication skills or an equivalent combination of education and experience.

*Preferred:* Master's degree in journalism, marketing or public relations with five or more years' experience in marketing communication or public relations with proved success, preferable in the not-for-profit or association.

**VI. Special Requirements**

Must maintain a valid driver's license.

**VII. Supervisory Controls**

This position directs the day-to-day operations of the JCTDA. The work is performed under general direction of the JCTDA Board and identifies the overall objectives and resources available to the JCTDA. The JCTDA Executive Director is responsible for consulting with Board, promotional and marketing agencies, tourism associations, civic groups, local officials, community leaders, and industry executives for the purpose of promoting the tourism growth within the county.

**VIII. Supervision Given**

This position does not directly supervise any other position.

**IX. Physical Demands**

Tasks require the ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and/or pulling of objects and materials of light weight (5-10 pounds). Tasks may involve extended periods of time at a computer or workstation and/or extended periods of time standing and walking.

*Jackson County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act Amendments Act (ADAAA), the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.*

**X. Exposure Control**

Work activity is normally performed without blood or body fluid exposure; exposure may occur in an emergency. Personal protective equipment should be available and used if an emergency arises.

**XI. Signatures**

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Human Resources Director

\_\_\_\_\_  
Date