TOWN OF LAKE SANTEETLAH
Tourism Development Authority
June 1, 2026 at 2:30PM
PUBLIC MEETING AGENDA

Open Public Meeting

Approval of Agenda
Approval of March 30, 2026 Public Meeting Minutes

Financial Report as of May 27, 2026 —
Checking: $13,318.65; Savings: $4,561.00
Revenue July 1, 2025 - May 27, 2026: $17,671.81; Interest: $35.88

New Business:
1) Approval of 2026-2027 Budget. (With any changes)
2) Approval of Budget Ordinance for Town of Lake Santeetlah - TDA
Budget to be presented to the Town Council June 16, 2026.
3) Advertising in VisitSmokies Travel Guide. Full page: $2,800, half page: $1,600
https://www.visitsmokies.org/advertising/
4) Production and Printing of pocket cards for tourism and welcome centers
5) Production and Printing of Lake Santeetlah stickers for promotion
6) Transfer $3,000.00 from checking into savings account at UCB

Old Business:
1) Sponsorship of America's 250 year celebration in Town; pledge of $1,000.00 towards the festivities; add American flags and bunting to front entrance; prepare a sponsorship poster for bulletin boards

Request for Public Comments

Motion to close meeting

Adjournment

Town of Lake Santeetlah
Tourism Development Authority
March 30, 2026 at 2:30 pm
Public Meeting

The meeting was called to order at 2:30 p.m. by Diana Simon. In attendance were Board Members: Diana Simon, Joe Simon, Karen Taylor and by phone, Bill Piel.
No others in attendance.
Motion was made to approve the Agenda by Joe Simon, 2nd Karen Taylor. Unanimous
Motion was made to approve the Minutes of the March 30, 2026 meeting by Joe Simon, 2nd Diana Simon, Unanimous
The financial report as of March 25, 2026 Checking account: $15,482.29
Savings: $1558.50 Revenue July 1, 2025-March 25, 2026 was $15,783.28
Diana Simon will transfer $3000. from checking into savings.
A motion was made by Joe Simon to approve a budget amendment to add $1000 to Capital Projects, such as painting the guard shack, fireworks, advertising including $200.00 for Plantng the front entrance. 2nd by Karen Taylor, Unanimous
Request for Public comments: none
New Business:
Painting of the front entrance guard house. $1000. project has been completed.
Quote of $100 to have the two benches painted rather than replacing benches.
Follow up on moving the dog poop stations away from the benches with Scott Kamp will be done.
Seasonal planting of the front entrance. Kevin Haag and Diana Simon cleaned up the entrance and planted pansies in front of the sign. They will replace some dead shrubs and concentrate on red, white, and blue flowers for America's 250th anniversary.
America's 250 year celebration will include patriotic bunting for the guardhouse and more flags to decorate the town.
The TDA will print promotional cards for welcome centers and tourism offices.

Old Business:
1. Production video for Town of Lake Santeetlah has been completed and the video is on the townoflakesanteetlah.org website. March visits show 488 and You Tube: 79 views.
2. Sponsorship of America's 250 year celebration in the town: TDA pledged $1000. toward the festivities.
Motion to close meeting was made by Joe Simon, 2nd Karen Taylor, Unanimous
Meeting was adjourned at 2:45 p.m.

Revenue Account	Description	Prior Yr Rev	Anticipated	Curr Rev	YTD Rev	Excess/Deficit	% Real
03-0020-0000	3% TAX REVENUE	1,834.03	13,700.00	930.13	17,635.93	3,935.93	129
	0020 3% TAX REVENUE	**1,834.03**	**13,700.00**	**930.13**	**17,635.93**	**3,935.93**	**128**
03-0021-0000	Interest income	0.00	25.00	0.00	35.88	10.88	144
	0021 Interest income	**0.00**	**25.00**	**0.00**	**35.88**	**10.88**	**143**
03-9999-0000	Refund of Prior Year Expenses	0.00	2,000.00	0.00	0.00	2,000.00-	0
	9999 Refund of Prior Year Expenses	**0.00**	**2,000.00**	**0.00**	**0.00**	**2,000.00-**	**0**
	TDA Fund Revenue Totals	**1,834.03**	**15,725.00**	**930.13**	**17,671.81**	**1,946.81**	**112**

Expenditure Account	Description	Prior Yr Expd	Budgeted	Current Expd	YTD Expended	Unexpended	% Expd
03-420-0000	ADMINISTRATIVE EXPENSE	0.00	0.00	0.00	0.00	0.00	0
03-420-2600	Advertisements	0.00	7,295.00	0.00	5,915.00	1,380.00	81
03-420-4500	Audit	0.00	600.00	0.00	600.00	0.00	100
03-420-5327	Website, Domain, Hosting/maint	0.00	750.00	0.00	750.00	0.00	100
03-420-5400	Insurance	0.00	1,940.00	0.00	1,925.00	15.00	99
03-420-5700	DISCRETIONARY & MISCELLANEOUS	0.00	972.00	0.00	225.00	747.00	23
03-420-7400	Capital Projects	0.00	1,200.00	0.00	1,029.92	170.08	86
03-420-9920	Administrative Fee	0.00	301.00	0.00	0.00	301.00	0
	420 ADMINISTRATIVE EXPENSE	**0.00**	**13,058.00**	**0.00**	**10,444.92**	**2,613.08**	**80**
	TDA Fund Expenditure Totals	**0.00**	**13,058.00**	**0.00**	**10,444.92**	**2,613.08**	**80**

03 TDA Fund	**Prior**	**Current**	**YTD**
Revenues:	**1,834.03**	**930.13**	**17,671.81**

Lake Santeetlah
Statement of Revenue and Expenditures

Expenditures:	**0.00**	**0.00**	**10,444.92**
Net Income:	**1,834.03**	**930.13**	**7,226.89**

Lake Santeetlah
TDA Fund
BALANCE SHEET
AS OF: 06/30/26

		2026
Assets		
03-1001-0000	CASH ACCOUNT	0.00
03-1001-0100	TDA Savings UCB	4,561.00
03-1001-0101	United Community Bank	12,833.23
03-1280-0100	NC Sales Tax receivable	0.00
03-1400-0000	SOCIAL MEDIA INITIATIVE	0.00
03-9998-0000	ESTIMATED REVENUE	0.00
	Total Assets	17,394.23
Liabilities & Fund Balance		
03-1990-0100	Due from General Fund	0.00
03-1990-0200	Due From Water	0.00
03-1990-0400	Due From Capital Reserve	0.00
03-1990-0500	Due From ARPA Fund	0.00
03-2000-0000	ACCOUNTS PAYABLE	0.00
03-2010-0000	Payroll Liabilities	0.00
03-2900-0100	Due to General Fund	0.00
03-2900-0200	Due To Water	0.00
03-2900-0400	Due To Capital Reserve	0.00
03-2900-0500	Due To ARPA Fund	0.00
03-9999-0000	APPROPRIATED BUDGET	0.00
	Total Liabilities	0.00
03-4000-0000	Retained Earnings	10,167.34
	Total	10,167.34
	Revenue	17,671.81
	Less Expenses	10,444.92
	Net	7,226.89
	Total Fund Balance	17,394.23
	Total Liabilities & Fund Balance	17,394.23

BUDGET LINE ITEM	2025-2026 BUDGET	2026-2027 BUDGET	NOTES
ESTIMATED OCCUPANCY TAX - 3%	$11,000.00	$16,000.00	
PREVIOUS YEARS OCCUPANCY TAX	$2,000.00		$16,724.00 (5-15-26)
INTEREST INCOME	$25.00	$40.00	
TRANSFER FROM UCB CHECKING	0		
TRANSFER FROM UCB SAVINGS	0		
TOTAL REVENUE	$13,025.00	$16,040.00	
EXPENDITURES			
PROMOTE TRAVEL & TOURISM			
ADVERTISING & PROMOTION	$6,295.00	$6,693.00	
WEBSITE, SOCIAL MEDIA, ONLINE PROMOTION	$1,417.00	$1,800.00	Adobe software - Nov. 2025 - $834.47
CONTINGENCY & MISCELLANEOUS	$972.00	$2,000.00	
MAP & SIGNAGE	0	$200.00	
TOTAL PROMOTE TRAVEL & TOURISM	$8,684.00	$10,693.00	
RELATED EXPENDITURES			
ADMINISTRATIVE FEE	$330.00	$480.00	3% of Revenue collected for the year
INSURANCE	$1,940.00	$2,040.00	includes financial officer bond (+5%)
AUDIT	$600.00	$630.00	(+5%)
CAPITAL PROJECTS	$500.00	$1,000.00	includes front entrance landscaping
FRONT ENTRANCE MAINTENANCE	0	0	
RESERVES	$971.00	$1,197.00	
TOTAL RELATED EXPENDITURES	$4,341.00	$5,347.00	
TOTAL EXPENDITURES	$13,025.00	$16,040.00	
TOTAL REVENUE	$13,025.00	$16,040.00	

Budget Ordinance for the Town of Lake Santeetlah - TDA

Be it Orained by the Governing Board of the Town of Lake Santeetlah, North Carolina:

Section 1: The following amounts are hereby appropriated in the TDA Fund for the operation of the town government and its activities for the fiscal year beginning July 1, 2026, and ending June 30, 2027.

Promote Travel & Tourism			
Advertisements	$	6,693.00	
Other Expenditures	$	4,000.00	
	$	10,693.00	Total Promote Travel & Tourism
Related Expenditures			
Professionnal Services	$	1,110.00	
Insurance	$	2,040.00	
Capital Projects	$	1,000.00	
Other	$	1,197.00	
	$	5,347.00	Total Related Expenditures
Total Appropriations	**$**	**16,040.00**	

Section 2: It is estimated that the following revenues will be available in the TDA Fund for the fiscal year beginning July 1, 2026, and end June 30, 2027.

Occupany Tax	$	16,000.00
Interest	$	40.00
Appropriated Fund Balance		
Total Estimated Revenue	**$**	**16,040.00**

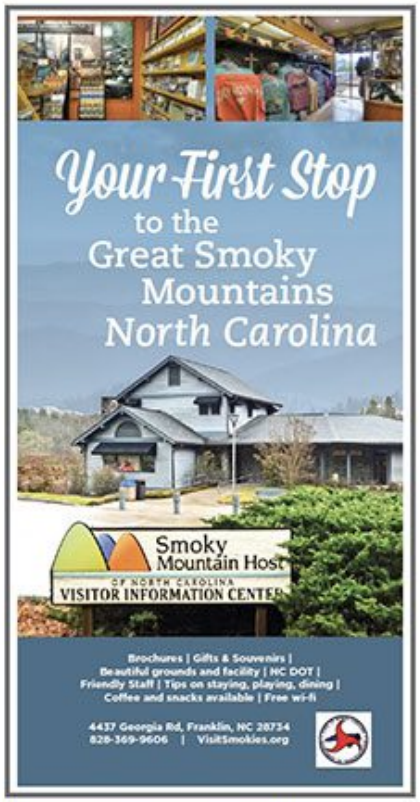
Section 3: Copies of the Budget Ordinance shall be furnished to the Clerk of the Governing Board and to the Budget Officer and Finance Office to be kept on file by them for their direction in the disbursement of funds.

Adopt this 1 day of June 2026.

Diana Simon (TDA Chair) Date

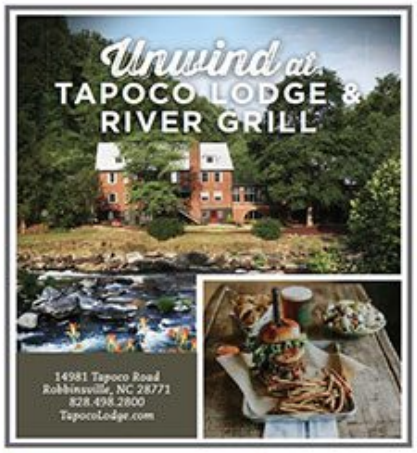
Kala Farley (Clerk) Date

AD EXAMPLES:



▲ FULL PAGE
AD SIZE / $2,800

Live area: 3.5" wide x 8" tall
Trim: 4.5"wide x 9" tall
Bleed: 4.75" wide x 9.25" tall



▲ 1/2 PAGE
AD SIZE / $1,600

Trim: 3.75" wide x 4.125" tall
Live Area: 3.25" wide x 3.635" tall
There is **no bleed** for this ad size.

◀ 1/3 PAGE
AD SIZE / $900

Trim: 3.75" wide x 2.6875" tall
Live Area: 3.25" wide x 2.1875" tall
There is **no bleed** for this ad size.

▲ 1/4 PAGE HORIZONTAL
AD SIZE / $750

Trim: 3.75" wide x 1.9375" tall
Live Area: 3.25" wide x 1.6875" tall
There is **no bleed** for this ad size.

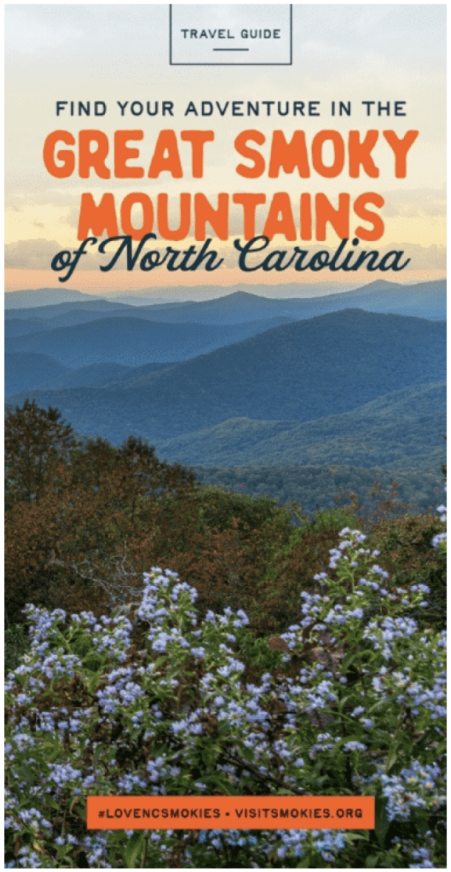
▶ 1/4 PAGE VERTICAL
AD SIZE / $750

Trim: 1.75" wide x 4.125" tall
Live Area: 1.5" wide x 3.875" tall
There is **no bleed** for this ad size.

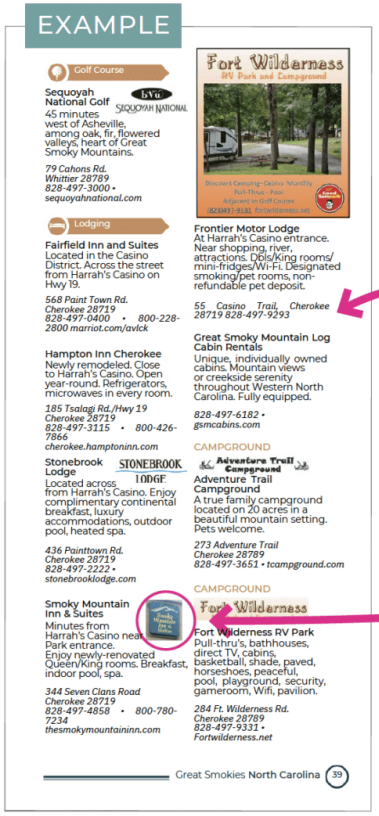
NOTE:
AD EXAMPLES
NOT TO SCALE

Smoky Mountain Host OF NORTH CAROLINA

TRAVEL GUIDE ADVERTISING OPPORTUNITIES



EXAMPLE



BENEFITS TO GUIDE:

- Most Comprehensive Regional Travel Planner in Western NC
- Unique Design
- Robust Informational Coverage
- Inclusive Listings of Members
- Premier Vehicle for getting your message to Potential Visitors

DISTRIBUTION DETAILS:

- 50,000 Copies Printed
- Across the Western NC Region
- Distributed through:
  - -Chambers of Commerce
  - -Travel Development Authorities
  - -Visitor Centers
  - -Welcome Centers
  - -Smoky Mountain Host Visitor Center – (90,000+ Visitors a Year)
- Distributed in SouthEast via AAA Offices
- Given Out @ Selected Trade Shows
- Offered on Website 24 hours/365 days-Year www.visitsmokies.org

PRICE OPTIONS

Two free listings with logo

☐ Full page $2,800

Add logo to listing

$100 ☐

Free listing with ad

☐ 1/2 page $1,600
☐ 1/3 page $900
☐ 1/4 page $750
☐ Graphic Design $250 *per ad (includes 3 rounds of revisions)*

Add 2nd listing with logo

$100 ☐

ADVERTISING DEADLINE: Friday, November 1st, 2024

Pricing does not include ad design. For the pricing above, print ready ads must submitted as a pdf, tiff or jpg at least 300 dpi at 100% final size. See the next page for ad sizes and detailed specs. Print ready ads can be placed directly into the travel guide layout without any modifications. If you have text and photography but do not have it all together as one ad, we suggest contacting our designer by emailing sarah@riddledesignco.com to discuss design, design pricing and timing.

Customer:_____ Total Bill: _____ Ad Size: _____ Authorized by: _____

Ad copy and artwork due by no later then Dec 1st 2024

Credit Card:_____ Exp: _____ CVC #: _____

Print Name:_____ **SIGNATURE _____

Address: _____ City: _____ State: _____ Zip: _____

Phone:_____ Email: _____ Notes: _____

For more information, contact: Mici Canales
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