

**Tryon Tourism Development Authority**  
**Minutes**  
**February 9, 2026**

Chairman Siler called the meeting to order at 4:33 pm at Tryon Town Hall with 5 members present

**Members Present:** Steven Siler, Chairman; John Vining; Melanie Jackson; Jennifer Matthews; Maria Mason-Freeman

**Members Absent:** Bill Crowell, Tryon BOC Representative

**Staff Present:** Lourdes Gutierrez, TDDA Director; Meg Rogers, Secretary; Dulcie Juenger Tracey Daniels, Website/Social Media Coordinator

**Approve Minutes from January 5, 2026**

Vining made a motion to approve the minutes as presented. Siler seconded the motion. Motion was approved by a vote 5 to 0

**Approve the Financial Report for December 2025**

The TTDA Fund FY2025-2026 financial report for December 2025 was reviewed.

As of December 31, 2025 Total Revenue was \$11,007.02 (23.93% of Budgeted Total Revenues), Total Expenditures were \$13,220.82 (28.74% of Budgeted Total Expenditures) and Ending Cash Balance was \$44,342.48

Vining made a motion to approve the Financial Report for December 2025 as presented. Mason-Freeman seconded the motion. Motion was approved by a vote of 5-0.

**PR Package Discussion**

Matthews reporting: Package is coming together and will need more time to compile and present the full package to the board.

**Saluda Grade Rail Trail**

Gutierrez reporting: Had a Zoom call with the Saluda Grade Advisory Committee, they recommend that the same trail logos, colors and mottos are used in all towns that the trail passes through for a cohesive appearance, ensuring users know it is the same trail. The PR Group hired to meet with the participating towns and communities are continuing to reach out to those still not in favor of the trail. Another public meeting is scheduled for April 23, 2026 at Polk County Highschool.

Siler: How is the meeting being advertised to the public? Gutierrez explained that Conserving Carolina has been proactive about putting the info out via social media and newsletters. Siler recommends adding it to the Explore Tryon website 1 week prior to meeting. Matthews has experience with various trail projects in other parts of the country and can help answer public questions.

Vining: Is SC beginning construction on the trail this year? Gutierrez: SC has selected engineering firm Seamon, Whiteside & Associates, Inc for the stretch of trail from Inman to the

NC State line. Jim has attended meetings regarding the funding for the stretch from the NC State line to the Lockhart Crossing.

**Website & Social Media Update:**

No report given-Tracey Daniels not present

**Resignation of Authority Secretary Rogers**

The board thanked Meg Rogers for her dedication, expertise and service to the board. Rogers was presented with a gift certificate as a token of gratitude.

Siler made a motion to accept Rogers resignation. Mason-Freeman seconded the motion. Motion was approved 5-0.

Mason-Freeman nominated Dulcie Juenger to be appointed secretary, Juenger accepted.

Secretary appointment was approved with all in favor 5-0.

**Other Business**

Board discussion involved what types of pro-active marketing that Tryon can do, as the Board feels Tryon is not well represented by Polk County EDC/Tourism advertising initiatives.

Everyone is enterprising on Tryon's name without Tryon having adequate input. Board needs to focus on 3 or 4 advertising projects that are Tryon specific. Question was brought up on if Mason-Freeman and Jackson should start attending the Polk County EDC/Tourism meeting to represent the lodging offered in Tryon. Mason -Freeman asked what it would take for Polk County EDC/Tourism Board to equitably spend the hospitality funds advertising the towns it represents more specific to each town.

Due to the Blue Ridge Parkway visitation (17 million) Vining suggested distributing rack cards from Tryon to Folk Art Center, Pisgah Inn etc.

Board discussed how Tryon can advertise and enterprise more on Ecotourism and Active Tourism; Hincapie Gran Fondo, Green River Games, Spartan Race, Equestrian Events etc.

Siler recommended exploring pod-casts

**Confirm Date for Next Regular Meeting**

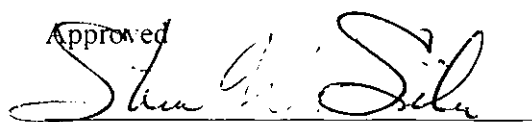
Next meeting is scheduled for March 2, 2026 at 4:30 pm at Tryon Town Hall , McCown Meeting Room

Prepared by



Dulcie Juenger  
Secretary

Approved



Steven Siler  
Chairman