Tryon Tourism Development Authority
Minutes
August 3, 2026

Chairperson Siler called the meeting to order at 4:35 pm at Tryon Town Hall with 3 members present

Members Present: Steven Siler, Chairperson; John Vining; Jennifer Matthews;
Maria Mason-Freeman has resigned from the board due to relocation.

Members Absent: Melanie Jackson; Bill Crowell, Tryon BOC Representative

Staff Present: Lourdes Gutierrez, TDDA Director; Dulcie Juenger, Secretary

Approve Minutes from March 2026
Vining made a motion to approve the minutes as presented. Matthews seconded the motion. Motion was approved by a vote of 3-0

Approve the Financial Report for February, March, April, May, June 2026
The TTDA Fund FY2025-2026 financial reports for February, March, April, May, June 2026 were reviewed. As of June 30, 2026 Total Revenue was $20,175.99 (43.86% of Budgeted Total Revenues), Total Expenditures were $23,992.76 (60.56% of Budgeted Total Expenditures)

Vining made a motion to approve the financial report. Matthews seconded the motion. Motion was approved by a vote of 3-0

Saluda Grade Rail Trail
Gutierrez Reporting: Rail Trail meeting is scheduled for August 19, 2026 at 3pm to be held in the McCown Meeting room with Summer Flynn, Saluda Grade Trail Manager from Conserving Carolina.
Board had a brief discussion on the design/engineering cost of the Tryon portion, Guitierrez reports there is no monetary total yet and that grants have been applied for by the Town of Tryon. Tryon will have a local committee to work on the cohesive signage and markers along the pathway.

Proposed FY26-27 Tourism Budget
Siler made a motion to approve the budget. Matthews seconded the motion with all in favor.

Chairperson Appointment
Vining made a motion to keep Siler as Chairperson. Matthews seconded the motion.

Other Business

Our State Magazine did a reel about Tryon, Lourdes coordinated with Melinda Massey from Polk County Tourism. Chairperson Siler reached out to DOT about a larger Tryon sign on the interstate; there is an option for a larger sign which will cost the town additional money.
New Kiosk installation at St. Lukes Plaza: Guitierrez is working on the back end to update all business information. The annual software fees for the kiosk can be offset by selling advertising displayed on the kiosk for approximately $150. per month, per business. Management for the kiosk located at the Nina Simone Plaza will be assumed by the Town of Tryon and the town is working on establishing wi-fi connection for the kiosk. Advertising will be sold on this kiosk as well to offset cost. The updated Explore Tryon website should be operational by the end of September.
Meeting adjourned at 5:20.

Confirm Date for Next Regular Meeting

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

Prepared by

Dulcie Juenger
Secretary

Approved

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Steven Siler
Chairman