

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
March 4, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on March 4, 2013 at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, Phylis Blackmon, Karen Nash, David Wood, Reed Caldwell and Aurelia Stone. Absent were Candy Roberts and Eric Carlson. Also present were Nancy Lane, who served as Clerk to the Board, and Bertha Guffey of the Andrews Visitors Center.

The meeting was called to order by Callie Moore, Chair. There was a moment of silence and the pledge of allegiance.

After a motion made by Phylis Blackmon, seconded by David Wood and unanimously adopted, the agenda was approved.

Upon motion made by Karen Nash, seconded by Aurelia Stone and unanimously adopted, the minutes of the February 4, 2013 meeting were approved as presented.

The next item on the agenda was the financial report. Callie Moore reported that for the first six months of the year (July 1, 2012 through December 31, 2012) receipts are 11% above the projected amount. Mrs. Moore also stated that the account balance as of this date is \$145,240.00. After discussion of several line item descriptions and amounts, motion was made by Karen Nash, seconded by Aurelia Stone, and unanimously adopted that the June 30, 2013 budget be revised as shown on the attachment.

The next item on the agenda was a discussion of directional signs for the river access areas. The board reviewed a sample sign that Sam Davis made. It was the consensus of the board that the name of the body of water be placed on the directional signs, rather than the name of the access area. Also, that a directional arrow be added below the recreation symbols.

Callie Moore reported that approximately 67 people attended the dedication for the Gil Hargett access area. She also stated that the low bid was received from Logan Utilities to move the gate at the access area at Pacesetters. David Wood made a motion to pay \$1,000 as quoted by Logan Utilities out of the Great Outdoors budget. The motion was seconded by Phylis Blackmon and unanimously passed.

The next item on the agenda was the contracts with the two Chambers of Commerce for the operation of the Visitors' and Welcome Centers. Phylis Blackmon stated that the Cherokee County Chamber Board approved the contract, subject to the changes the county attorney might make. After discussion it was determined that the contract need to state rather than imply that the Cherokee County Chamber will handle payroll, taxes and workers compensation for the Andrews Chamber. Phylis Blackmon will revise the contracts and send to Callie Moore. The cell phone and internet for the Andrews Chamber will be direct billed to the county.

The next item on the agenda was the event grant application for the Andrews events for June 27, 2013 thru July 4, 2013. After discussion Aurelia Stone made a motion to award \$1,000 to the Andrews Chamber of Commerce for their events, the motion being seconded by Phylis Blackmon and unanimously passing.

Reed Caldwell is working on revisions to the grant guidelines and application and will provide a draft to each board member for review. Callie Moore stated that approval of the new application could be handled via email. The new application will be for events happening after July 1, 2013.

The next item on the agenda was the support for WNC Magazine staff that will be here from May 31, 2013 through June 3, 2013. Reed Caldwell presented a partial itinerary, to which board members responded favorably. Reed will work on a budget and present his suggestions at the next scheduled Tourism Development Authority meeting in April.

The next item covered updates to TDA Web pages on the county site. Callie Moore provided changes to be considered. David Wood made a motion to adopt recommended changes to the website, which was seconded by Phylis Blackmon and unanimously passed.

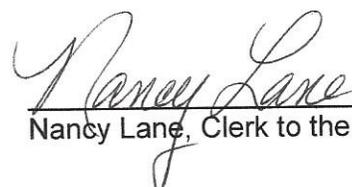
The next item on the agenda was the purchase of a new all-in-one printer/scanner/copier to be housed in the Welcome Center at the Cherokee County Chamber. Motion was made by Aurelia Stone, seconded by David Wood, and unanimously adopted to purchase a new printer with a budget of \$250.00.

The next item on the agenda was upcoming market possibilities. After discussion, Aurelia Stone made a motion that \$1,040.00 be spent for the back page of Peaks & Valleys. The motion was seconded by David Wood and unanimously passed.

Mrs. Moore stated that the board terms for Reed Caldwell, Eric Carlson and Callie Moore will expire in April of 2013. Eric Carlson had expressed his desire to not be reappointed to serve a second term due to increased work responsibilities. Callie Moore and Reed Caldwell both expressed a desire to be appointed to serve a second term and it was the unanimous decision of the board to ask the commissioners to reappoint both Mrs. Moore and Mr. Caldwell to a second term. Aurelia Stone made a motion recommending that the county advertise for someone to fill the third position, with the motion being seconded by Karen Nash and unanimously passing. It was agreed that the language used last year emphasizing the promotion of travel and tourism be used: "The letter should describe how the applicant is 'active in the promotion of travel and tourism' in Cherokee County."

The board also discussed the fact that some of the county commissioners had expressed an intention to amend the resolution regarding the appointment of the TDA board members, requiring that they must live in Cherokee County rather than "live or work" in Cherokee County as currently required. It was the opinion of the entire TDA, including Eric Carlson who had expressed his opinion by email, that this change would be detrimental to the ongoing work of the TDA. Reed Caldwell made a motion that a letter be written and signed by the entire TDA board, addressed to the Cherokee County commissioners, requesting that no changes be made to its resolution adopted by the commissioners in 2011. The motion was seconded by Aurelia Stone and unanimously passed.

There being no further business, Aurelia Stone made a motion to adjourn, the motion being seconded by Reed Caldwell, and unanimously passing.


Nancy Lane, Clerk to the Board

APPROVED:

