

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
May 6, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on May 6, 2013 at the Cherokee County Courthouse in Room 219.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, David Wood and Phylis Blackmon. Absent were Steve Dickey, Karen Nash and Candy Roberts. Also present were Nancy Lane, who served as Clerk to the Board, Bertha Guffey of the Andrews Visitors Center, Wayne Nix, Andrew DeLuna and Callie Moore.

The meeting was called to order by Margaret DeLuna, Chair, after which there was a moment of silence and the pledge of allegiance.

Upon motion made by Phylis Blackmon, seconded by Robin Sargent, and unanimously adopted, the agenda was approved as amended.

Upon motion made by Phylis Blackmon, seconded by Aurelia Stone, and unanimously adopted, the minutes of the April 1, 2013 meeting were approved as presented.

The next item on the agenda was the Financial Report. Margaret DeLuna stated that she had not received a financial report due to the county budget process.

The next item on the agenda was the introduction of new board members. Margaret DeLuna introduced herself and welcomed Robin Sargent who gave a brief introduction. Steve Dickey was unable to attend the meeting.

Next on the agenda was the election of a Secretary and Vice Chair. After a motion by Robin Sargent, seconded by David Wood, and unanimously adopted, Phylis Blackmon was elected as Secretary. After a motion by David Wood, seconded by Margaret DeLuna, and unanimously adopted, Robin Sargent was elected as Vice Chair.

The next item, under unfinished business, was the update on the NCDOT contract for US 74 Visitor's Center. Mrs. DeLuna reported that the NCDOT would not allow Wi-Fi to be provided for the public, and that the contract between the TDA and the Andrews Chamber of Commerce would need to be amended accordingly. Motion was made by David Wood, seconded by Phylis Blackmon, and unanimously adopted to amend Attachment 1 of the said contract, dated April 1, 2013, to remove the requirement for the Andrews Chamber of Commerce to provide Wi-Fi.

The next item on the agenda was the approval of the budget for the WNC Magazine staff to cover the Art, River and Music Festival and other activities from May 31 through June 2. Upon motion made by Aurelia Stone, seconded by Phylis Blackmon, and unanimously adopted, \$600.00 was approved to be spent from the Mountain Culture budget for expenses for the weekend.

The next item on the agenda was the event grant program. Phylis Blackmon and Aurelia Stone will finalize the form letters to be sent to applicants.

The next item was the tourism website development. After discussion, Aurelia Stone, Phylis Blackmon and Robin Sargent agreed to serve as a committee to work on the request for proposals.

Next was a discussion on the status of the previously approved tri-fold brochure. David Wood, Phylis Blackmon and Callie Moore are scheduled to coordinate the information each TDA member has submitted and to work with the design company to finalize.

The next item discussed was the NC Scenic Byway project. After discussion, Callie Moore offered to work on the project as a volunteer since she is familiar with the project and has the appropriate information. Motion was made by Aurelia Stone, seconded by Margaret DeLuna and unanimously adopted, to accept Callie Moore's offer to continue to work on the project on a volunteer basis.

After a discussion of a bridge from the NCDOT Rest Area to the Cherokee County Heritage Park, it was decided to table this matter until a future date. This is a project that David Wood is continuing to work on.

After a discussion of a proposed TDA budget for the year ending June 30, 2014, it was decided to hold a work session to work on revisions to the strategic plan and the budget, with the goal of formally adopting both at the June 3, 2013 meeting.

The board reviewed an Event Grant Application received from Wayne Nix for his upcoming bicycle races to be held in June, July and August. After discussion with Mr. Nix, motion was made by Aurelia Stone, seconded by David Wood and unanimously adopted, to approve \$325.00 for the August race.

Ms. DeLuna stated that it was necessary to replace Karen Nash as an authorized signer on the TDA bank account. Motion was made by Phylis Blackmon, seconded by Margaret DeLuna and unanimously adopted to add Aurelia Stone as a signer on the TDA bank account.

Motion was made by Phylis Blackmon, seconded by David Wood and unanimously adopted to ratify and affirm action taken by email vote to approve a \$120.00 ad in the 2013 Wagon Train book and a \$1,000.00 ad in the Smoky Mountain Host 2013 guide book.

Ms. Blackmon stated that it is time to reprint the trout fishing map and that she has a quote to have 1,000 maps printed at a cost of \$213.93. She then made a motion, which was seconded by David Wood and unanimously adopted, to approve this expenditure, to be made from the Great Outdoors budget.

There being no further business, motion was made by David Wood, seconded by Aurelia Stone and unanimously adopted, to adjourn the meeting.



Nancy Lane, Clerk to the Board

APPROVED:


