

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
June 3, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on June 3, 2013 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, David Wood, Steve Dickey and Phylis Blackmon. Absent were Karen Nash and Candy Roberts. Also present were Nancy Lane, who served as Clerk to the Board, Bertha Guffey, Josh Carpenter, Jeremiah Smith, Christie Standish, and Erika Wood.

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

Motion was made by Aurelia Stone, seconded by Robin Sargent, and unanimously adopted, to approve the agenda as presented.

After motion made by Robin Sargent, seconded by Aurelia Stone and unanimously adopted, the minutes of the May 6, 2013 meeting were approved as presented. After motion made by Robin Sargent, seconded by Phylis Blackmon, and unanimously adopted, the minutes of the May 14, 2013 work session were approved as presented.

Ms. DeLuna stated that she had not received a current financial statement and that she would email it to the members when it is received.

It was announced that the NCDOT Rest Area Visitors Center would be operational on Wednesday, June 5, 2013. A ribbon cutting was scheduled for Friday, June 14, at 10:00 a.m.

There was a discussion of the cover letter for the grant program. Aurelia Stone will finalize the letters.

Aurelia Stone, Robin Sargent and Phylis Blackmon reported on the work of the website committee. They will finalize the Request for Proposals and email to the full TDA for review and approval prior to dissemination. The goal will be to have the committee narrow down the proposals to approximately three which can be presented to the entire TDA on July 22.

Ms. DeLuna presented a copy of the strategic plan with the revisions made at the May 14 work session. After further discussion, motion was made by Robin Sargent, seconded by Phylis Blackmon and unanimously approved, to adopt the updated strategic plan as amended.

Next was a discussion of the budget process. Ms. DeLuna reported that the county Finance Officer, Candy Roberts, recommended that the TDA approve its 2013-2014 budget without specific line item amounts for the operating expenses of the two Visitors Centers, approving each of them as a lump sum. After motion made by Robin Sargent, seconded by Aurelia Stone, and unanimously adopted, motion was made to adopt that budget reporting method.

After discussion of the 2012-2013 budget, motion was made by Aurelia Stone, seconded by Margaret DeLuna, and unanimously adopted, with Phylis Blackmon abstaining, that the following budget amendments be made:

- a. In the Cherokee County Welcome Center operating budget, the Wages line item be increased by the amount incurred by paying a retiring employee for three weeks of earned vacation time plus the amount needed to have both the old and new employee work for six days for training purposes, with the Postage line item being decreased in the same amount, with the amount of the increase to Wages and the decrease to Postage not to exceed \$1,963.40;
- b. In the Cherokee County Welcome Center operating budget, the Internet line item be increased by \$5.00 and the Postage line item being decreased by \$5.00;
- c. In the Andrews Visitors Center operating budget, the Mileage line item be increased by \$210.00 and the General Maintenance line item be decreased by \$210.00;
- d. In the Andrews Visitors Center operating budget, the Telephone line item be increased by \$220.51 and the Landscape line item by decreased by \$220.51; and
- e. In the Andrews Visitors Center operating budget, the Contract Labor line item be increased by \$591.60 and the DOT Visitors Center line item be decreased by \$591.60.

Ms. DeLuna presented the proposed budget that included the work that had been done at the May 14 work session. After discussion, motion was made by Phylis Blackmon, seconded by Robin Sargent and unanimously adopted to approve the budget as presented. As a part of the discussion, Ms. Blackmon stated that the copy machine owned by the TDA is eleven years old and will need to be replaced, at which time a budget amendment will need to be made.

After a discussion of the NC STEP program initiated by Aurelia Stone, motion was made by David Wood, seconded by Margaret DeLuna and unanimously adopted, to provide up to \$1,000.00 of action videos for the trails project to paid from the Action Adventure line item. Phylis Blackmon abstained from voting since she serves on the NC STEP committee.

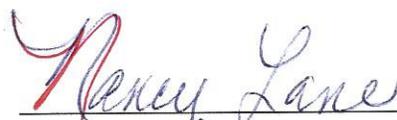
Phylis Blackmon discussed the opportunity for the TDA to participate in the Smoky Mountain Host coop in the 2014 NC Travel Guide, at a cost of \$8,400.00. Motion was made by Aurelia Stone, seconded by Robin Sargent, and unanimously adopted to participate. Motion was made by Aurelia Stone, seconded by Steve Dickey and unanimously adopted to amend the 2012-2013 budget to move \$4,200.00 from the Administrative Expense line item to the Marketing line item in order to pay one-half of the cost from the current year's budget.

During the public forum, Christie Standish announced that 3,000 hot rods will be traveling through Cherokee County on Friday, June 7, as a part of the Hot Rod Magazine Power Tour.

Mr. Sargent suggested that at future TDA meetings, the public forum be placed earlier on the agenda.

The next meeting was set for July 22, 2013 at 2:00 with plans to hear presentations from selected web developers.

There being no further business, motion was made by David Wood, seconded by Robin Sargent and unanimously adopted, to adjourn.



Nancy Lane, Clerk to the Board

APPROVED:



7/22/13