

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
July 22, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on July 22, 2013 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Steve Dickey and Phylis Blackmon. Absent were David Wood, Karen Nash and Candy Roberts. Also present were Nancy Lane, who serves as Clerk to the Board, Christine Standish, Anthony El-Khoury, Mary Anne Baker, Jonathan and Tammy Fleischer, Justin Belleme, and Guerry Norwood.

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 Aurelia Stone, seconded by Robin Sargent and unanimously adopted, the minutes of the June 3, 2013 meeting were approved as presented.

Mrs. DeLuna stated that she had received the financial report shortly before the meeting and emailed the report to the committee. No action was taken.

Robin Sargent made a motion to reimburse Kathleen Nolte, of the Cherokee County Arts Council, for mileage in the amount of \$133.91, for her attendance at a Cultural Alliance meeting held in Asheville on Friday, July 12, 2013. The motion was seconded by Aurelia Stone and unanimously adopted. Aurelia Stone made a further motion that if she is interested in requesting mileage for the coming year, Kathleen Nolte be asked to prepare a proposal to show how the attendance at the meetings will benefit the TDA, and that if requested and approved, she be asked to prepare a report for the TDA following each meeting. The motion was seconded by Steve Dickey and was unanimously adopted.

The next item on the agenda was the cover letter for the grant application. Aurelia Stone made a motion that this be tabled until the next meeting, the motion being seconded by Robin Sargent and unanimously adopted.

Robin Sargent discussed the Olde Town Brokers Car Show grant request. After discussion, motion was made by Aurelia Stone, seconded by Steve Dickey and unanimously adopted to approve the request in the amount of \$1,000.00.

In a follow up to the April meeting, it was brought to the attention of the TDA that no communication was given to the Valley River Arts Guild denying their request for

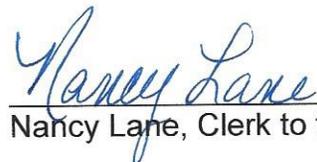
funding for their May 3rd and June 7th Art Walks. It was suggested that Nancy Lane follow up and ask that they resubmit their application if they wish to pursue advertising for outside the immediate area, explaining that their May 3 Art Walk was disqualified since the event occurred in less than sixty days from the date of submission and the application for the June 7 Art Walk was disqualified because the ads are for adjacent counties.

Robin Sargent made a motion that Nancy Lane prepare an excel file to track grant applications and their progress. The motion was seconded by Aurelia Stone and unanimously adopted.

The next item on the agenda was the proposals for the TDA website. Margaret DeLuna provided an ethics statement prior to introducing the two companies that had been selected by the Website Committee to make presentations to the full board. Firm Answers Now and Full Media made presentations. After the presentations Aurelia Stone made a motion that a decision be tabled until the August meeting in order to give the Board time to review the presentations. The motion was seconded by Robin Sargent and unanimously passed.

During the public forum, Mary Anne Baker from INNSIGHTS Internet Marketing introduced herself and gave a brief description of her social media marketing business.

There being no further business, motion was made by Aurelia Stone, seconded by Phylis Blackmon and unanimously adopted, to adjourn.



Nancy Lane, Clerk to the Board

APPROVED:

 8/5/13
