

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
August 5, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on August 5, 2013 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Phylis Blackmon, Candy Roberts and David Wood. Absent were Steve Dickey and Karen Nash. Also present were Nancy Lane, who serves as Clerk to the Board, Mary Anne Baker, Josh Litchfield, Bertha Guffey and Andrew DeLuna.

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 Robin Sargent, seconded by David Wood, and unanimously adopted, to approve the agenda as amended.

After motion made by Aurelia Stone, seconded by Robin Sargent and unanimously adopted, the minutes of the July 22, 2013 meeting were approved as presented.

Candy Roberts presented the Financial Report for the fiscal year ending June 30, 2013. The report is complete with the exception of the June occupancy tax amount, which should be received within a few days. Ms. Roberts stated there was a \$38,544.83 add back to carry forward to next year. Ms. Roberts also stated that there was a \$396.25 overage for signage. After discussion, David Wood made a motion, seconded by Phylis Blackmon and unanimously adopted, to approve an additional expense of \$396.25 for directional signs.

Mrs. Roberts also explained that the Tourism Development Authority must have an audit which will be submitted to the State. This audit must be completed by October 31, 2013 and the approximate cost will be \$4,200.00. After discussion, David Wood made a motion, seconded by Aurelia Stone and unanimously adopted, that the Tourism Development Authority sign the contract Turner, Hatchett and Turner to prepare the audit. David Wood made a motion to approve funds for payment of said audit in the amount of \$4,200.00, coming from "Use of Funds," the motion was seconded by Phylis Blackmon and unanimously adopted.

Ms. Roberts also addressed two options for the County to handle writing of future checks for the Tourism Development Authority. After discussion, David Wood made a motion, seconded by Aurelia Stone, and unanimously adopted, that the board give Candy Roberts permission to go forward in using Munis, the County's accounting and check-writing program, with the cost of designing checks for the TDA to be approximately \$350.00, to be taken from Miscellaneous Funds, and with checks to be signed by Candy Roberts and Randy Wiggins rather than members of the TDA. ~~A member of the TDA~~ would approve all requests for checks submitted to be paid, rather than actually signing the checks themselves.

*→ Margaret Aeluna or Aurelia Stone  
PFB*

The next item on the agenda was tracking and procedures for the grant program. Nancy Lane provided spreadsheets covering last year's grant requests and the current year's grant requests. By using this spreadsheet and the check list, all grants, approved or rejected, will be handled in a timely manner, and receipts will be provided to the Finance Director.

The next item on the agenda was grant requests. After discussion the following motions were made:

Motion was made by Aurelia Stone, seconded by Robin Sargent and unanimously adopted, to ask the Andrews Police Pals to revise their application to include one event rather than multiple events, to adjust the estimated cost and number of attendees, and be more specific about out of the area advertising.

In a motion made by David Wood, seconded by Robin Sargent, and unanimously adopted, the Valley River Arts Guild request for the October 3, 2013 Art Walk was rejected, due to an incorrect date for event and the event being the same weekend as the John C. Campbell Folk School Fall Festival. It was felt that visitors would already be in the area for the Fall Festival, and that it would be wiser to spend money marketing for a different weekend.

In a motion made by Aurelia Stone, seconded by David Wood, and unanimously adopted, the Valley River Arts Guild's second request, for the November 7<sup>th</sup> Art Walk, also with an incorrect date, was approved, if the date of event is corrected and they provide written results or some type of measurement of success.

The next item on the agenda was the web site discussion and scoring of two candidates that had made presentations at the previous meeting. A motion was made by Aurelia Stone and seconded by Phylis Blackmon that Firm Answers Now be chosen to create the web site. Voting was two in favor of the motion and three opposed. After

discussion, Robin Sargent made a motion to hire Full Media to create the web site. Voting was three in favor of the motion and two opposed. It was agreed that Aurelia Stone would contact the county attorney to prepare the contract and that a work session will be held with the design creator.

Under new business, Phylis Blackmon discussed her conversation with Eric Carlson regarding a designation as a viticulture area. Mr. Carlson has asked for the Tourism Development Authority's endorsement of the designation. Upon motion made by David Wood, seconded by Aurelia Stone and unanimously adopted, it was agreed that the Tourism Development Authority would endorse this application.

The next item on the agenda was a budget amendment for the US 74 Visitor's Center. Bertha Guffey requested a \$500.00 budget amendment from Miscellaneous Funds to cover costs for a gate with hinges, two shelves, a pullout keyboard and other items necessary at the Rest Area in Andrews. David Wood made a motion to adjust the budget as requested with a second by Robin Sargent and the motion being unanimously adopted.

The next item under New Business was marketing opportunities. After discussion, it was agreed to allocate \$6,355.00 for a one-third page ad in the December, 2013 issue of Our State magazine since the Folk School will be featured in that issue. David Wood made a motion to table the decision until the September meeting but the motion died due to lack of a second. After further discussion Aurelia Stone made a motion to go forward with the ad, the motion being seconded by Phylis Blackmon and passing upon a vote of three in favor of the motion and two opposed.

Robin Sargent spoke about Small Town America's next visit during the month of August and the possibility of the film crew making short videos of our area, such as fishing, mountain biking and hiking. The approximate cost would be \$2,000.00 and the videos would belong to the Tourism Development Authority for use on the web site. After discussion, Phylis Blackmon made a motion to pay \$2,000.00 from Action Adventures, the motion being seconded by David Wood and unanimously adopted. Robin Sargent will be the contact person.

Robin Sargent introduced Mary Anne Baker, owner of INNights, a social media internet marketing firm. Ms. Baker discussed her experience and when asked, described her fees, which are a flat fee set-up of approximately \$1,500.00 with a monthly fee of between \$500.00 and \$700.00. Robin Sargent made a motion that the board invite two or three companies with social media experience to present their proposals during the

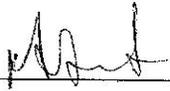
September meeting. David Wood seconded the motion which was unanimously adopted.

David Wood discussed his concern and disappointment regarding the Mountain Folk Center not making the final cut for Golden Leaf funding.

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

  
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Nancy Lane, Clerk to the Board

APPROVED:

 9/9/13  
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