

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
October 1, 2012

The Cherokee County Tourism Development Authority met at 2:00 p.m. on October 1, 2012 in the Board room at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, Karen Nash, Eric Carlson, David Wood and Phylis Blackmon. Members absent were Candy Roberts and Gil Hargett. Also present was Nancy Lane who served as Clerk to the Board.

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

After a motion by Karen Nash, seconded by Eric Carlson and unanimously adopted, the agenda was approved as amended.

After a motion by Karen Nash, seconded by Eric Carlson and unanimously adopted, the minutes of the September 10, 2012 meeting were approved as presented.

The first item on the agenda was the Financial Report. Callie reported that the July occupancy tax had been added and the invoice from the Cherokee County Chamber had been deducted. She also stated that the financial statement did not include items totaling \$5,000.00 which had been committed but not yet expended.

Matt Pegg from Smoky Mountain Host made a presentation about Smoky Mountain Host and its programs. After his presentation Mr. Pegg stated he would provide information with membership fees and the cost of ads for Smoky Mountain Host marketing.

The next item on the agenda was the Occupancy Tax collection update provided by Karen Nash. It was decided that 8.5 x 3 5/8 card stock be used for the printing of the black on white tax cards. It was also decided that the Tourism Development Authority web page have a link to the Occupancy Tax page on the county's web page.

The next item on the agenda was the Heritage Walk event grant application and funds disbursement. After discussion led by Callie Moore, Phylis Blackmon made a motion to

grant the \$500.00 request, the motion being seconded by Karen Nash and unanimously adopted.

Recreational river access was the next item on the agenda. David Wood made a presentation via computer, mapping start to finish on the new Cherokee County rafting project.

The next item on the agenda was the sponsorship of the Scenic Byway designation for Joe Brown Highway. The Tourism Development Authority received a question and answer form from the Department of Transportation and an application for preliminary consideration. Callie Moore asked the Board to review the information and email her with their thoughts and ideas. Mrs. Moore also asked for suggested names for the route.

The next item on the agenda was the possible printing of a visitors guide brochure/rack card. Mrs. Blackmon presented two preliminary bids, one for a tri-fold brochure and one for a booklet. It was decided that other quotes should be obtained for a tri-fold brochure and that the booklet format should be tabled for the time-being. Mrs. Moore did suggest that the tri-fold brochure be worked on quickly for the current season and finalized once other quotes are received.

The next item on the agenda was possible marketing opportunities. Eric Carlson made a motion that the Tourism Development Authority help sponsor the Possum Drop in an amount of \$250.00, and the motion was seconded by David Wood and unanimously adopted. Mrs. Blackmon also explained that there is an opportunity to participate in the NC Department of Commerce media mission to Atlanta, Georgia. The cost to include a pitch sheet with those presented to the media present at the event is \$100.00. Motion was made by Karen Nash, and seconded by Phylis Blackmon, to pay \$100.00 to participate. The motion unanimously passed.

Next was a discussion of the Andrews Rest Area Visitors Center. Margaret DeLuna introduced Bertha Guffey a new employee of the Andrews Chamber and there was a general discussion of operations. The Andrews Chamber was asked to submit a line-item budget to the TDA.

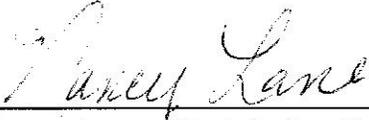
It was agreed to feature the Heritage Walk and Festival in the Blue Ridge Highlander and defer a decision about including other events for a later meeting.

The next item on the agenda was the Hiwassee River Watershed Coalition partnership/support. Prior to discussion, Callie Moore left the room. Karen Nash made

a motion that the Tourism Development Authority ask the Hiwassee River Watershed Coalition to apply for a grant opportunity through NCDENR Division of Water Resources for the Coalition to develop more recreational access to waters in Cherokee County. The motion was seconded by Phylis Blackmon and unanimously adopted.

The next item was the request for Commissioners to fill vacancies on the Tourism Development Authority board. Eric Carlson made a motion to accept Aurelia Stone to fill the unexpired portion of Danny Slucher's term. The motion was seconded by Phylis Blackmon and unanimously adopted, with David Wood abstaining from voting. Two other individuals have shown interest in filling the remainder of Gil Hargett's term which will be addressed at a future meeting.

There being no further business, Eric Carlson made a motion to adjourn, the motion was seconded by Karen Nash, and unanimously adopted.



Nancy Lane, Clerk to the Board

Approved: