

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
December 3, 2012

The Cherokee County Tourism Development Authority met at 3:00 p.m. on December 3, 2012 at the Mountain Folk Center.

Members present were Callie Moore, Karen Nash, Eric Carlson, David Wood, Aurelia Stone, Reed Caldwell and Phylis Blackmon. Absent was Candy Roberts. Also present was Nancy Lane, who served as Clerk to the Board; Reid Dyer of Hayes, James and Associates; and videographer, Jeff Cole.

The meeting was called to order by Callie Moore, Chair. Callie Moore welcomed Aurelia Stone and Reed Caldwell as new members to the Board. There was a moment of silence and the pledge of allegiance.

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

After a motion by Aurelia Stone, seconded by Karen Nash and unanimously adopted, the minutes of the November 5, 2012 meeting were approved as presented.

In the absence of a financial report, Eric Carlson presented an occupancy tax revenue summary which he had prepared. Callie Moore asked Eric Carlson if he would normalize the data to make it all comparable (remove the increase amount from the applicable months) and he agreed.

The next item on the agenda was a follow-up discussion of the Smoky Mountain Host Annual Meeting. After discussion Callie Moore suggested the Board try to obtain a copy of the power point presentation presented at the meeting.

The next item on the agenda was naming a river access area in honor of Gil Hargett. It had earlier been determined to ask the commissioners to approve naming the access area at the Bill Wells Bridge in his honor, but after discussion it was determined that a more appropriate area would be the access area at Pacesetters, off Fairview Road. It was agreed to make the request at the December 17 commissioners meeting, with the possibility of a ceremony with Gil Hargett and his family on December 22.

The next two items on the agenda were the Andrews Visitors' Center contract and the contract with NCDOT. Eric Carlson reported that the Andrews Chamber Board voted and agreed to the Tourism Development Authority's budget of \$31,600.00. It was decided that Phylis Blackmon, Karen Nash and Aurelia Stone would work on contracts for both the Andrews Visitors Center and the Cherokee County Chamber of Commerce Welcome Center. The Cherokee County Chamber will prepare payroll for both visitors centers. It was agreed to target March 2013 as the open/start date for the Andrews Visitors Center. Eric Carlson suggested that Scott Lindsay review the DOT contract.

The next item on the agenda was marketing opportunities. Phylis Blackmon presented a proposal to purchase a Points North Magazine ad for \$500.00 for the January 2013 bridal issue. This would be a 1/6 page ad, with picture, in the resource guide, promoting Cherokee County as location for destination weddings. A motion to purchase the ad was made by David Wood, seconded by Reed Caldwell and unanimously adopted.

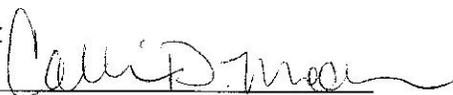
The next item on the agenda was the pitch sheet for the Division of Travel and Tourism Atlanta media mission. Phylis Blackmon reminded the board that it was agreed at a previous meeting to prepare a pitch sheet for Atlanta. Discussion followed on what stories should be included, with Phylis Blackmon to prepare the sheet as discussed. The deadline is January 2, 2013.

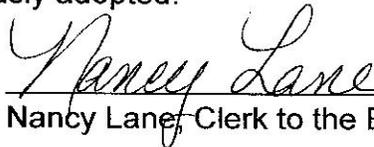
Jeff Cole presented a 2 ½ minute video of the Heritage Park Disc Golf park. David Wood made a motion to approve the \$200.00 purchase of the Cherokee County Heritage Park video. The motion was seconded by Eric Carlson and passed with a vote of six for and one against. Eric Carlson suggested that the Heritage Park logo be added to the video.

The last item on the agenda was the master plan for the Mountain Folk Center. Mrs. Moore reported that a grant has been received from the Southwestern Commission to create a master plan for the use of the Center. Reid Dyer had been introduced earlier in the meeting as the consultant hired to prepare the master plan. A discussion followed with various plans to utilize all of the land and buildings to the County's advantage. The members of the Authority toured several of the buildings included in the Center.

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

Approved:



  
Nancy Lane, Clerk to the Board