

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
January 7, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on January 7, 2013 at the Chamber of Commerce/Welcome Center Board Room.

Members present were Callie Moore, Phylis Blackmon, Karen Nash, David Wood, Reed Caldwell and Aurelia Stone. Absent were Candy Roberts and Eric Carlson. Also present were Nancy Lane, who served as Clerk to the Board, Kathleen Nolte from the Cherokee County Arts Council, and Bertha Guffey of the Andrews Visitors Center.

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

After a motion made by Karen Nash, seconded by Reed Caldwell and unanimously adopted, the agenda was approved as amended.

Upon motion made by Karen Nash, seconded by David Wood and unanimously adopted, the minutes of the December 3, 2012 meeting were approved as presented.

Callie Moore reported that the financial information had been updated and all expenses were reflected with the exception of the most recent Points North and Blue Ridge Country invoices. Ms. Moore also stated that \$250.00 needed to be reimbursed to the Cherokee County Chamber for the Smoky Mountain Host meeting that several TDA members attended.

The next item on the agenda was an update from Kathleen Nolte regarding the newly created Cultural Alliance in Western North Carolina, created to help brand and market Western North Carolina as a cultural destination. Ms. Nolte wanted the Tourism Development Authority to be aware of this new alliance and will forward information to Ms. Moore as received.

The next item on the agenda was an update on the river access in honor of Gil Hargett. After discussion a tentative date for the ceremonies was set for early February.

The next item on the agenda was the Andrews Visitors Center contract. Karen Nash, Phylis Blackmon and Aurelia Stone are working on the contract between the Andrews Chamber of Commerce and the TDA and will present a draft at the next meeting. Karen

Nash reported that Scott Lindsey had reviewed and approved the DOT contract for the Andrews Visitors' Center. Ms. Nash is also receiving bids for the construction of the necessary counter for the Andrews Visitors Center.

The next item on the agenda was the status of the County website. Ms. Moore stated that all of the past minutes have been scanned and have been sent to the County for adding to the County website.

Phylis Blackmon presented a concept draft of the proposed tri-fold brochure. After discussion it was decided that each member will submit via email their thoughts and suggestions to Phylis Blackmon. Callie Moore, David Wood and Phylis Blackmon would then meet to review and finalize the brochure.

The next item on the agenda was marketing opportunities. Ms. Blackmon discussed opportunities from Smoky Mountain Living, Smoky Mountain Host and also presented a copy of the ad running in the January issue of Points North magazine. No action was taken.

The next item on the agenda was publicizing the accomplishments and goals of the Tourism Development Authority. The group reviewed accomplishments for 2012 and goals for 2013 which Ms. Moore will work to publicize.

Under other business, Phylis Blackmon described the Governor's Travel & Tourism Conference scheduled for March 10, 11 and 12 of 2013. After discussion, no action was taken.

Ms. Moore will contact Clay County to arrange a joint meeting for the February 4, 2013 meeting.

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



Nancy Lane, Clerk to the Board

APPROVED:


