

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
February 4, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on February 4, 2013 in the basement of the PNC Bank.

Members present were Callie Moore, Karen Nash, Eric Carlson, David Wood, Phylis Blackmon, Reed Caldwell and Aurelia Stone. Candy Roberts was absent. Also present were Nancy Lane, who served as Clerk to the Board, Bertha Guffey of the Andrews Visitors Center, Charles Kissling of the Clay County Travel and Tourism Board, and Jeff Cole, videographer.

Karen Nash introduced Charles Kissling, a member of the Clay County Travel and Tourism board. After a lengthy round-table discussion Karen Nash summed up by saying that the Cherokee County Tourism Development Authority was in mutual agreement for Cherokee County and Clay County to work together with marketing strategies in order to in bring tourists to both counties.

The meeting was then officially called to order by Karen Nash. There was a moment of silence and the pledge of allegiance.

After a motion by Eric Carlson, seconded by Phylis Blackmon and unanimously adopted, the agenda was approved.

Upon motion by Aurelia Stone, seconded by Reed Caldwell and unanimously adopted, the minutes of the January 7, 2013 meeting were approved as presented.

Callie Moore reported that the financial information had been emailed to her and she would forward to all Tourism Development Authority board members.

The next item on the agenda was an update on the River Access dedication for Gil Hargett. The date is set for February 9, 2013 at 2:00 p.m. Arrangements were finalized for the celebration to include unveiling of the sign, speeches and refreshments.

The next items on the agenda were the contracts with Chambers for Visitors' and Welcome Centers. Phylis Blackmon, Karen Nash and Aurelia Stone had worked on proposed contracts and Phylis Blackmon presented them to the Board. After discussion, Karen Nash made a motion to accept the preliminary contracts pending changes made during discussion. The motion was seconded by Reed Caldwell and unanimously adopted. The proposed contracts will now be submitted to the two Chambers and Karen Nash will submit them to attorney Scott Lindsay for review.

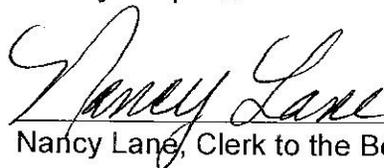
The next item on the agenda was providing support for WNC Magazine staff between May 31st and June 3rd, 2013 while they are in town covering the Cherokee County Arts Council's Art, River and Music Festival. Callie Moore stated that the festival will take place on June 1, 2013 and that the Arts Council is partnering with the Hiwassee River Watershed Coalition this year for river activities during the festival. Callie Moore said that WNC Magazine has expressed interest in covering the festival and suggested that an agenda be prepared with restaurants, lodging and activities for the staff. After discussion Reed Caldwell volunteered to put an itinerary together to be brought back to the Board at the March, 2013 meeting. A motion was made by Karen Nash, seconded by Reed Caldwell and unanimously adopted that the Tourism Development Authority provide support for the WNC Magazine staff during the festival weekend.

The next item on the agenda was an event grant application received from the Gem Capital Shows. After discussion it was decided that the application did not meet the guidelines. Aurelia Stone made a motion to reject the application, the motion being seconded by Reed Caldwell and being unanimously adopted. Reed Caldwell expressed concerns that the event grant application didn't ask for enough detail about how the funds would be spent. Callie Moore said that she would send the form and guidelines document to him for suggested revisions and he agreed to bring them to the March meeting.

Under other business Callie Moore described billboards that she had seen promoting other counties. After discussion, David Wood made a motion to research the cost of billboards on I-24 and I-75 in Tennessee. The motion was seconded by Reed Caldwell and unanimously adopted. Aurelia Stone will check on pricing.

Jeff Cole, videographer, delivered his new version of the Disc Golf video with logos.

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



Nancy Lane, Clerk to the Board

APPROVED: