

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
October 7, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on October 7, 2013 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Phylis Blackmon and David Wood. Absent were Karen Nash, Aurelia Stone, and Candy Roberts. Also present were Nancy Lane, who serves as Clerk to the Board, Mary Anne Baker, Andrew DeLuna, Sherry Dukes, Anthony El-Khoury and Guerry Norwood.

The meeting was called to order by Margaret DeLuna, Chair, after which there was a moment of silence and the pledge of allegiance.

Mrs. DeLuna announced that there was not a forum for today's meeting.

Approval of Agenda, September 9<sup>th</sup> 2013 meeting minutes and the Blue Ridge Highlander renewal request were tabled until the November meeting or until a quorum is present.

The next item on the agenda was the Financial Report. Discussion was held and no approval was needed.

Under unfinished business, Ms. DeLuna announced that one applicant, Anthony El-Khoury, had applied for the empty seat of Karen Nash on the TDA. The decision to fill the seat will be made by the Cherokee County Commissioners during the October 7, 2013 meeting.

After the arrival of David Wood a quorum was met, and motion was made by David Wood, seconded by Phylis Blackmon and unanimously adopted, to approve the agenda as presented.

After a motion by David Wood, seconded by Robin Sargent, and unanimously adopted, the minutes of the September 9, 2013 meeting were approved as presented.

After a discussion of the renewal of the Blue Ridge Highlander contract, it was apparent that there was a deadlock among the members present. The matter was tabled until a future meeting. Robin Sargent suggested that other avenues of online marketing be researched.

The next item on the agenda was a contract with INNights Internet Marketing and Social Media Management. After discussion, motion was made by Robin Sargent, seconded by Phylis Blackmon and unanimously adopted that the contract be awarded, with the initial fee and monthly maintenance fee to be paid from the Website Research & Development budget line item, with any future ads to come from the Marketing budget line item. Facebook ads will begin when the website is up and running.

Phylis Blackmon reported that she has not received any information yet from Our State magazine regarding a proof for the ad to run in the December issue.

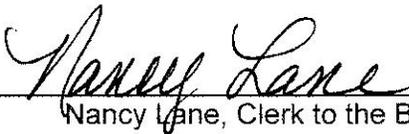
The next item on the agenda was the Grant Application received from the Cherokee County Arts Council. David Wood made a motion to approve the grant in the amount of \$1,000.00, with the motion being seconded by Phylis Blackmon and unanimously adopted.

Upcoming marketing opportunities was the next item on the agenda. Mrs. Blackmon discussed the commitments that have been made during the current fiscal year, and a possible breakdown of print versus online marketing dollars. It was the consensus of the group to not determine a fixed percentage breakdown at this time. She also stated that she needs photographs to complete the tri-fold brochure. Mary Anne Baker from INNsights Internet Marketing and Social Media Management offered to provide photographs for the brochure.

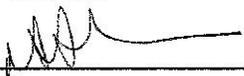
The next item on the agenda was the consideration for annual raises for Tourism Development Authority employees. After discussion, Robin Sargent made a motion to give a 4% increase to employees, based on a favorable performance review, on the employee's anniversary date. The motion was seconded by David Wood and unanimously adopted.

The last item on the agenda was the 2014 Harley Owners Group Rally. It was the consensus of the group that this event is included in the strategic plan and should be supported financially. After discussion it was decided that Phylis Blackmon would make arrangements for the organizer to appear at the November meeting to discuss the event.

There being no further business, Robin Sargent made a motion to adjourn, seconded by David Wood and unanimously adopted.

  
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Nancy Lane, Clerk to the Board

APPROVED:

  
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