

Minutes of  
Cherokee County  
Tourism Development Authority  
June 9, 2014

The Cherokee County Tourism Development Authority met at 3:00 p.m. on June 9, 2014 at the Cherokee County Courthouse

Members present were Margaret DeLuna, Joan Posey Neumann, Anthony El-Khoury, Cal Stiles and Aurelia Stone. Absent were Candy Roberts, Robin Sargent and Steve Dickey. Also present were Nancy Lane, who serves as Clerk to the Board, Phylis Blackmon, Janet Stiles, April Sargent, Daisy Sargent and MaryAnn Baker.

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

Motion was made by Aurelia Stone, seconded by Joan Posey Neumann, and unanimously adopted to approve the agenda.

Motion by Aurelia Stone, seconded by Joan Posey Neumann, and unanimously adopted to approve the May 12<sup>th</sup> and May 20<sup>th</sup> minutes.

After discussion Aurelia Stone made a motion to move \$650.00 from tourism promotion and place in website development. Motion was seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was the 3<sup>rd</sup> Annual Valley River Run-car show grant request for \$1,000.00. Motion was made by Cal Stiles, seconded by Joan Posey Neumann and unanimously adopted to award the \$1,000.00 grant request. Aurelia Stone requested that we keep better records of participation and success or failure of grants that are awarded in the future.

The next item on the agenda was face book targeting/advertising. Mary Anne Baker gave an update of current likes and demographics. Aurelia Stone suggested that we move our market area further than the four hours used for the last campaign. After discussion, Aurelia Stone made a motion to continue the face book marketing campaign for July, August and September at \$500.00 per month and continue paying the management fee, both to come from marketing the mountains. Motion was seconded by Joan Posey Neumann and unanimously adopted.

The Strategic Plan for 2014-2015 was the next item on the agenda. Motion was made by Joan Posey Neumann, seconded by Cal Stiles to accept the Strategic Plan as presented.

The next item on the agenda was budget approval for 2014-2015. After discussion motion was made by Anthony El-Khoury, seconded by Joan Posey Neumann and unanimously adopted to accept the 2014-2015 budget as presented.

The next item on the agenda was an update of the Murphy Visitor Center. After discussion, it was agreed that Phylis Blackmon, Executive Director of the Cherokee County Chamber of Commerce would maintain the VisitNC website a/k/a NC Official Travel Guide by keeping it updated with all tourism related businesses, events and festivals for all of Cherokee County NC. Nancy Lane provided visitor numbers for both the Murphy Visitor Center and the Andrews Visitor Center for the month of May. In addition, costs for office setup for the Murphy Visitor Center were discussed and funds for additional equipment was requested. After discussion Aurelia Stone made a motion that \$6,000.00 be allocated from the Visitor Center to cover expenses, motion being seconded by Cal Stiles and unanimously adopted. Margaret DeLuna also requested that all record keeping including the minute book and payroll files be kept at the Murphy Visitor Center.

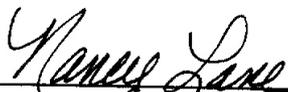
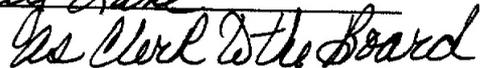
The next item on the agenda was to arrange for all Tourism Development Authority property to be picked up from the Cherokee County Chamber of Commerce and to discuss the use of the digital sign located at the Chamber of Commerce. Property will be picked up on June 11<sup>th</sup> at 9 a.m. It was suggested that Phylis Blackmon, Margaret DeLuna, Candy Roberts and/or Randy Wiggins meet to discuss the sign.

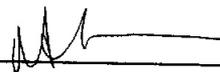
The next item on the agenda was the NC Travel Guide annual ad that is due in August. Joan Posey Neumann, Anthony El-Khoury and Robin Sargent will discuss options and present them at the July meeting.

The last item on the agenda prior to the public forum was setting meeting dates and times for 2014-2015. After discussion the dates were set and the time was changed from 3:00 p.m. to 2:00 p.m.

During public forum, Phylis Blackmon wanted to make the Tourism Development Board aware that when the workers compensation audit is preformed, additional expenses for Andrews Employees will be incurred. Mrs. Blackmon will present all documentation regarding the additional expenses to the board at a later date.

There being no further business, Cal Stiles made a motion to adjourn, motion being seconded by Anthony El-Khoury and unanimously adopted.

  
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Secretary 

  
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Approved