

Minutes of  
Cherokee County  
Tourism Development Authority  
August 11, 2014

The Cherokee County Tourism Development Authority met at 3:00 p.m. on August 11, 2014 at the Cherokee County Court House.

Members present were Margaret DeLuna, Joan Posey Neumann, Anthony El-Khoury, Robin Sargent, Aurelia Stone, Cal Stiles and Candy Roberts. Absent was Steve Dickey. Also present were Nancy Lane, who serves as Clerk to the Board, Paula Bryan, MaryAnn Baker, Janet Stiles, Elo-Ly and Cory Bailey.

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 Robin Sargent, and unanimously adopted to approve the agenda.

Motion was made by Anthony El-Khoury, seconded by Joan Posey Neumann, and unanimously adopted to approve the July 14, 2014 minutes.

Candy Roberts provided audit reports for both the March 7, 2011 thru July 1, 2012 and the July 1, 2012 thru June 30, 2013 audits. Mrs. Roberts stated that the Tourism Development Authority was now caught up and current with the State and all audits were approved and would be submitted to the Cherokee County Commission at their next meeting. During the discussion, Aurelia Stone requested a report covering the separation of occupancy tax received from cabin rentals, B&B's, campgrounds and hotels/motels. Mrs. Roberts said she would comply with Mrs. Stone's request and have the information available at a later meeting. Mrs. Roberts also said that the Tourism Development Authority would now fall under the same requirements as Cherokee County through the purchase order system when purchasing any tangible item for \$500.00 or more.

The next item on the agenda was a new grant request received from the Cherokee County Arts Council for their 5<sup>th</sup> annual Art, Music and River Festival to be held during June of 2015. After discussion, motion was made by Robin Sargent, seconded by Anthony El-Kouri, and unanimously adopted to approve the \$1,000 grant request.

Ralph Robertson was the next item on the agenda regarding videos for our website. Mr. Robertson did not attend the meeting. This item will be moved to the September 8, 2014 agenda.

The next item on the agenda was Face Book targeting and Trip Advisor. Mary Anne Baker reported campaign results, demographics, top cities, counties and the interest of fans/likes for our face book. She also discussed Trip Advisor and will begin the process of setting up pages for both Murphy and Andrews. When she receives the insertion approval she will forward it to the Board for approval and Margaret DeLuna's signature.

Robin Sargent made a motion to pay a \$250.00 set-up fee to Mary Anne Baker for Trip Advisor, motion seconded by Anthony El-Khoury, and unanimously adopted.

The next item on the agenda was an update of the Andrews and Murphy Visitor centers. Nancy Lane reported on the google analytics from our website with age ranges, where visitors are from and number of links from our face book page. After discussing the display of Realtor Brochures in the Murphy Visitor Center, Anthony El-Kouri made a motion to accept one 8 ½ x 11 information booklet from each Real Estate office located in Cherokee County. Motion was seconded by Robin Sargent and unanimously adopted. Mrs. Lane stressed the importance of obtaining another email server for the Murphy Visitor Center rather than continue to use the server through our Fullmedia website. After discussion, it was decided to continue researching various servers and report findings at the September 8, 2014 meeting. It was also the consensus of the board to submit a press release to our local media after each board meeting. This press release would benefit our Cherokee County readers, keeping them informed on current projects, completed projects and future projects of the Tourism Development Authority.

The next item on the agenda was a request for an expense amendment of \$26.76 representing tax on the recent brochure approval for the Historical Building publication. Robin Sargent made a motion to pay \$26.76, seconded by Joan Posey Neumann, and unanimously adopted.

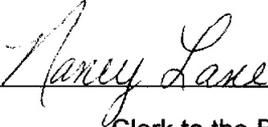
The next item on the agenda, marketing update and printed ads, was moved to the September 8, 2014 meeting.

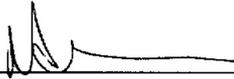
Under New business, Cal Stiles made a motion to allot \$250.00 for a directional sign to be placed on the road near Payne Street boat launch. Motion seconded by Robin Sargent and unanimously adopted.

Paula Bryan, representing Heritage Partners, presented an update on the new River Walk Maps along with the new Scenic Circle book with a request for \$1,000.00 each to help with printing. After discussion, Aurelia Stone made a motion to support the River Walk Maps with \$1,000.00, motion being seconded by Robin Sargent, and unanimously adopted. Robin Sargent also made a motion to provide \$1,000.00 for the publication of Scenic Circle printing, motion being seconded by Aurelia Stone, and unanimously adopted.

The last item on the agenda was the Smoky Mountain Host meeting to be held in Cherokee NC on August 14<sup>th</sup>. Margaret DeLuna requested mileage reimbursement for attendees. Robin Sargent made a motion to reimburse for mileage, seconded by Joan Posey Neumann, and unanimously adopted.

There being no further business, Robin Sargent made a motion adjourn, motion being seconded by Joan Posey Neumann, and unanimously adopted.

  
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Clerk to the Board

  
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Approved by Chair