

Minutes of
Cherokee County
Tourism Development Authority
September 8, 2014

The Cherokee County Tourism Development Authority met at 3:00 p.m. on September 8, 2014 at the Cherokee County Court House.

Members present were Margaret DeLuna, Joan Posey Neumann, Aurelia Stone, Cal Stiles and Steve Dickey. Absent were Anthony El-Khouri, Candy Roberts and Robin Sargent. Also present were Nancy Lane, who serves as Clerk to the Board, Janet Stiles, Phylis Blackmon and Lynn Turner, Eric Turner and Bryan Ivy of Stars Creative.

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 Cal Stiles, seconded by Steve Dickey, and unanimously adopted to approve the agenda.

Motion was made by Cal Stiles, seconded by Joan Posey Neumann, and unanimously adopted to approve the August 11, 2014 minutes.

The first item under unfinished business was a presentation by Lynn Turner of Stars Creative and her team regarding the creation of videos for the Tourism Development Authority website. After discussion, Aurelia Stone made a motion to purchase four videos, seconded by Joan Posey Neumann, and unanimously adopted.

The next item on the agenda was an update by Margaret DeLuna regarding the Trip Advisor contracts. Mrs. DeLuna stated that the contracts had been signed and the Trip Advisor pages should be up and running by the end of September.

Facebook targeting and the Murphy/Andrews Visitor Center update were next on the agenda. Nancy Lane provided hard copies of analytics for both. Mrs. Lane brought up the purchase of chairs to be placed in the back room of the Murphy Visitor Center to accommodate the monthly TDA board meetings. After discussion, Aurelia Stone made a motion to continue the board meetings at the Court house, seconded by Joan Posey Neumann. Motion was approved with a three for and two against vote.

The next item on the agenda was an update by Margaret DeLuna regarding the Historical Building brochure. Digital Creations stated that the brochure was 60% complete and should meet the completion deadline of October 1, 2014.

The Marketing update was the next item on the agenda. After discussion, Steve Dickey made a motion to approve a \$400 ad to be placed in the Guest Quest publication, seconded by Joan Posey Neumann and unanimously adopted. It was suggested that Mrs. Lane obtain and present to the Board, the exact publication distribution prior to preparing and paying for the ad. After discussion, Cal Stiles made a motion to pay \$3,762 for two ads in the Blue Ridge Country publication for the January/February and March/April editions. Motion was seconded by Joan Posey Neumann and unanimously adopted

Mrs. DeLuna reported that the new River Walk brochures had been updated and were now ready for distribution.

The next item on the agenda was the Payne Street Boat launch signage. Aurelia Stone said a letter would be needed obtaining permission from the Town of Murphy before the sign could be installed. Mrs. Stone will write the letter.

The NC Hog Rally was the next item on the agenda. Mrs. Stone reported that the rally was a success and area hotels were filled with participants and several non-profit organizations profited from participating as well.

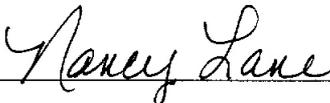
The next item on the agenda under new business was an update from the SMH meeting in Cherokee on August 14th which was attended by Margaret DeLuna. Mrs. DeLuna provided information presented at the meeting. Mrs. DeLuna also said SMH will hold their annual meeting in November 2014 and will be sending invitations out to the TDA board. Mrs. DeLuna reported that SMH would like to have a TDA board member on their board. After discussion, Cal Stiles made a motion that Joan Posey Neumann would be a good fit for that position, seconded by Steve Dickey and unanimously adopted.

The next item on the agenda was a resolution created by Haywood County giving their tax collector the same power to collect occupancy tax as they have when collecting county tax. After discussion, Aurelia Stone made a motion to pursue a resolution and work out an administrative fee for the Cherokee County tax office. Motion was seconded by Cal Stiles and unanimously adopted.

During public forum, Aurelia Stone requested that any documents that were going to be distributed to the public be presented to the Board for approval prior to release.

Margaret DeLuna requested that the October 13th Board meeting be used as a work shop for the creation of a visitor guide/publication. Mrs. DeLuna indicated that the agenda would be kept at a minimum.

There being no further business, meeting was adjourned.



Clerk to the Board



Approved by Chair