

Minutes of  
Cherokee County  
Tourism Development Authority  
October 13, 2014

The Cherokee County Tourism Development Authority met at 3:00 p.m. on October 13, 2014 at the Murphy Visitor Center.

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

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 Robin Sargent, and unanimously adopted to approve the agenda after revision.

Motion was made by Robin Sargent, seconded by Joan Posey Neumann, and unanimously adopted to approve the September 8, 2014 minutes.

Ralph Robinson with local TV channel 4 was the first item under unfinished business. After discussion, Robin Sargent made a motion that Ralph Robinson pick a single venue, make a two or three minute video, and email his proposal to the Tourism Development Board for consideration, with the cost not to exceed \$500.00. Motion was seconded by Cal Stiles and unanimously adopted.

The next item on the agenda was Face Book renewal for targeted advertising. After discussion, Robin Sargent made a motion to maintain a steady stay on campaign at \$500.00 per month with a \$50.00 per month maintenance fee but change focus area. Motion was seconded by Cal Stiles and unanimously adopted.

The next item on the agenda was an update by Nancy Lane for the Andrews and Murphy Visitor Center, Trip Advisor, grant requests and analytics for the website. No action was needed.

The next item on the agenda was the preview of the Tale of two Towns historic brochure. Printing should be complete within a week and a PDF will be provided for insertion on the Visit Cherokee County NC website.

Marketing updates was next on the agenda. Handouts for the NC State publication with upcoming advertising were provided. Margaret DeLuna asked the Board to review. No action was taken.

Under New Business, Margaret DeLuna discussed the WNC Economic conference to be held November 12<sup>th</sup>. After discussion, Cal Stiles made a motion for the TDA Board to pay the entry

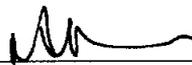
fee of \$59.00 per person for any TDA Board member interested in attending, along with the county rate for mileage. Motion was seconded by Robin Sargent and unanimously adopted.

The next item on the agenda was the workshop for a travel guide/ brochure for Cherokee County. During the discussion several suggestions were presented for content, size and format. It was decided that local graphic design and printer companies be given the opportunity to create and provide the Board with proposals.

No one participated in the public forum.

There being no further business, motion was made by Robin Sargent to adjourn, motion being seconded by Anthony El-Khoury and unanimously adopted.

  
Clerk to the Board

  
Approved