

Minutes of
Cherokee County
Tourism Development Authority
April 13, 2015

The Cherokee County Tourism Development Authority met at 2:00 p.m. on April 13, 2015 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles, Anthony El-Khoury, Steve Dickey and Aurelia Stone. Absent were Sandra Daley and Candy Roberts. Also present was Nancy Lane, who serves as Clerk to the Board, Phylis Blackmon, Billy Roland, LeAnn Bridges, Andrew DeLuna, Janet Stiles and Mike Falen.

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 Anthony El-Khoury, seconded by Cal Stiles, and unanimously adopted to approve the agenda.

Motion was made by Aurelia Stone, seconded by Anthony El-Khoury, and unanimously adopted to approve the March 9, and April 9, 2015 minutes.

The next item on the agenda was the financial report and budget amendment. Motion was made by Cal Stiles, seconded by Anthony El-Khoury, and unanimously adopted to move \$500.00 from Tourism Promotion to Action Adventure.

An update for both the Murphy Visitor Center and Andrews Visitor Center was next on the agenda. Nancy Lane, Clerk to the Board, reported numbers for visitors, face book, trip advisor and website for the month of March. Mrs. Lane also discussed the number of brochures being mailed in response to leads received from past months ads.

The next item on the agenda under New Business was the introduction of LeAnn Bridges and Billy Roland, regional Vice Presidents of Marketing at Harrah's Cherokee Casino. Both Mrs. Bridges and Mr. Roland provided an overall description of their marketing strategies and dates for completion of the Harrah's Cherokee Valley River Casino and Hotel.

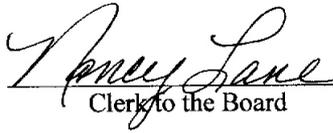
Marketing recommendations by the marketing committee was next on the agenda. After discussion, Cal Stiles made a motion, seconded by Anthony El-Khoury, and unanimously adopted to approve the ad recommendation for Southern Travel & Lifestyles. Anthony El-Khoury made a motion, seconded by Steve Dickey and unanimously adopted to participate in one Blue Ridge Digest Promotion Home & Garden Show for 2015/2016. Date of show and amount to be spent will be determined later. Cal Stiles made a motion, seconded by Steve Dickey, and unanimously adopted to approve ads for Smoky Mountain Living and WNC Travel Guide.

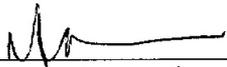
The next item on the agenda was the Strategic plan and Budget adoption for 2015/2016. After discussion, Cal Stiles made a motion, seconded by Steve Dickey, and unanimously adopted to

approve the Strategic plan and Budget as presented, and if questions arise at a later date, both can be amended.

The last item on the agenda was the public forum. Phylis Blackmon inquired about the reimbursement of funds to the Chamber of Commerce regarding final expenses for Sure Payroll W2's and FUTA. Nancy Lane will research.

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


Clerk to the Board


Approved