

Minutes of
Cherokee County
Tourism Development Authority
May 11, 2015

The Cherokee County Tourism Development Authority met at 2:00 p.m. on May 11, 2015 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles, Anthony El-Khoury and Sandra Daley. Absent were Candy Roberts, Aurelia Stone and Steve Dickey. Also present was Nancy Lane, who serves as Clerk to the Board, Phylis Blackmon and Alan Keith.

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

Motion was made by Cal Stiles, seconded by Anthony El-Khoury, and unanimously adopted to approve the agenda as modified.

Motion was made by Sandra Daley, seconded by Cal Stiles, and unanimously adopted to approve the April 13, 2015 minutes.

The next item on the agenda was the financial report. After discussion, Anthony El-Khoury made a motion, seconded by Sandra Daley, and unanimously adopted to move \$1,500.00 from Tourism Promotion to the Andrews Visitor Center. Anthony El-Khoury made a motion, seconded by Cal Stiles, and unanimously adopted to move \$6,000.00 from Tourism Promotion to the Murphy Visitor Center. Cal Stiles made a motion, seconded by Sandra Daley, and unanimously adopted to approve the audit contract for 2014-2015.

Under unfinished business, Nancy Lane provided an update for both the Andrews Visitor Center and the Murphy Visitor Center. Mrs. Lane provided the number of leads received for the month of May generated from ad placement. Mrs. Lane also reported the progress of finalizing the approved grant request for the Andrews Earth Week Celebration.

The next item on the agenda was a discussion regarding presentation of approved funding as outlined in the 2015-2016 Strategic Plan. It was decided to invite a representative from both the Heritage Partners and the Cherokee County Saddle Club to the June 8th meeting to award the approved funding. Actual funding will be after June 30, 2015.

Under New Business, after discussion it was decided to celebrate the one year anniversary of the Murphy Visitor Center during the June 5 2015 Art Walk.

The next item on the agenda was the distribution of the new Tourism Development Authority brochures to the NOC. The NOC agreed to display the brochures in return for the Visitor Centers displaying their brochures.

The next item on the agenda was the 2016 NC State Travel Guide ad. Cal Stiles requested more information be obtained, specifically, if a 1/3 page (square) ad costing \$13,500 was placed could it be the only ad on that specific page and also the deadline date for placing an ad. Information will be provided at the June 8th Board meeting.

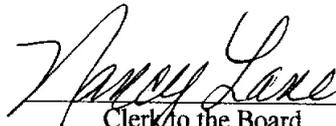
Margaret DeLuna suggested that mileage, specifically related to Tourism programs, be reimbursed for any Tourism Development Authority board member or authorized representative. Cal Stiles suggested that an email to the board prior to attending would suffice. Mrs. DeLuna said the Smoky Mountain Host Marketing luncheon on May 20th held in Sylva, NC. was a good example.

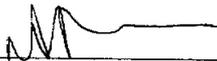
Mr. Alan Keith was present and spoke about the proposed Tatham Homestead Historic Park located in Andrews. NC. The Tatham log cabin remains as originally constructed on or about 1834. This cabin is the oldest standing structure in Cherokee County and provides a window into the area's rich history. The North Carolina Trail of Tears Association is already partnering with the National Parks Service and the Center for Historic Preservation at the Middle Tennessee State University to verify records and establish this property as a historic landmark. Mr. Keith wanted to make the Tourism Development Authority aware of this project in hopes that at a later date funding may be available to promote this historic property.

The next item on the agenda was to determine 2015-2016 meeting dates. Cal Stiles made a motion, seconded by Sandra Daley, and unanimously adopted to continue holding monthly meetings on the second Monday of each month, at the Murphy Visitor Center, beginning at 2:00 p.m. Dates, location and time will be posted on the Cherokee County web site as well as the Murphy Visitor Center.

Anthony El-Khouri distributed copies of the total solar eclipse that will occur directly over Andrews NC on August 21, 2017.

There being no further business, motion was made by Joan Posey Neumann to adjourn, motion being seconded by Cal Stiles and unanimously adopted.


Clerk to the Board



Approved