

Minutes of  
Cherokee County  
Tourism Development Authority  
June 8, 2015

The Cherokee County Tourism Development Authority met at 2:00 p.m. on June 8, 2015 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles, Anthony El-Khoury, Sandra Daley, Aurelia Stone and Steve Dickey. Candy Anderson was absent. Also present was Nancy Lane, who serves as Clerk to the Board, Phylis Blackmon, John Stephens, Ellen Stephens, Paula Bryan, Johnny Strawn, Betty Huskins and Sharmane Ogden.

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

Motion was made by Joan Posey Neumann, seconded by Anthony El-Khoury, and unanimously adopted to approve the May 11, 2015 minutes.

The next item on the agenda was the financial report. Cal Stiles made a motion to approve the financial report as presented, seconded by Joan Posey Neumann, and unanimously adopted.

Aurelia Stone made a motion to approve the disbursement of \$10,000.00 to assist in lighting for the Nora Stark's arena and \$3,500.00 for the completion of the River Walk Pavilion, as previously discussed at the 2015-2016 budget meeting. Motion being seconded by Cal Stiles and unanimously adopted. Funds to be distributed after June 30, 2015. Ellen Stephens, representative for the Cherokee County Saddle Club and Mountain Folk Center and Johnny Strawn, representative for Heritage Partners and River Walk were in attendance for the announcement.

Nancy Lane provided updates for the Andrews Visitor Center and the Murphy Visitor Center to include number of visitors, leads generated from ad placement and the yearend report for the County Commissioners. Mrs. Lane also presented information on billboard placement and cost received from several billboard companies. After discussion, Cal Stiles made a motion to sign a one year agreement with Allison Outdoor Advertising, Inc., with option for extension, motion being seconded by Joan Posey Neumann. Motion was adopted by six Board members, Aurelia Stone opposed. Mrs. Lane also requested an additional \$225.00 to cover cost of the ½ page ad in Peaks & Valley which amounted to \$550.00 rather than \$325.00 as original presented. Peaks & Valley has a higher distribution resulting in the higher cost. Motion was made by Steve Dickey to pay the additional \$225.00, motion being seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was the reprinting of the Tale of Two Towns brochure. Digital Creations submitted an invoice in the amount of \$947.50 covering printing and corrections for 2500 brochures. After discussion, Aurelia Stone made a motion to pay \$947.50 for reprint upon Board approval of the revised brochure, seconded by Anthony El-Khoury, and unanimously adopted.

Update on signage for Andrews and Murphy previously covered in Nancy Lane's report. No action required.

The next item on the agenda was a report from Aurelia Stone regarding the Western Carolina Lead Tourism Conference she attended on April 21, 2015. No action taken.

Under new business, Betty Huskins and Sharmane Ogden from Smoky Mountain Host presented various joint marketing opportunities for the 2016 North Carolina State Travel Guide. After discussion, Cal Stiles made a motion for Smoky Mountain Host to obtain costs for a 1/3<sup>rd</sup> ad placement co-op with two other counties, preferably Graham and Macon County, to be placed somewhere near the front of the publication. Motion being seconded by Steve Dickey and unanimously adopted.

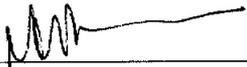
Mrs. Huskins also provided information regarding their digital magazine promotion. After discussion, Cal Stiles made a motion to participate by paying \$800.00 annually to participate in the Vacations2discover digital magazine, motion being seconded by Aurelia Stone and unanimously adopted.

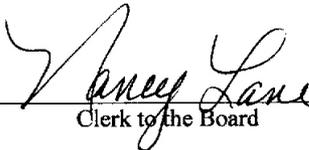
Public Forum was next on the agenda. No action taken.

Cal Stiles made a motion for the Board to move into Executive Session to discuss staff personnel evaluation. Motion being seconded by Sandra Daley and unanimously adopted. After discussion, Cal Stiles made a motion to return to open session, seconded by Sandra Daley and unanimously adopted.

Steve Dickey made a motion to give Ruby Curtis a 3% increase, motion was seconded by Aurelia Stone and unanimously adopted.

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

  
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Approved

  
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Clerk to the Board