

Minutes of
Cherokee County
Tourism Development Authority
July 13, 2015

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

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

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 Joan Posey Neumann, seconded by Sandra Daley, and unanimously adopted to approve the agenda.

Motion was made by Cal Stiles, seconded by Joan Posey Neumann, and unanimously adopted to approve the June 8, 2015 minutes.

The next item on the agenda was the financial report. After discussion, no action was taken.

Sandra Daley made a motion to release funds to the Cherokee County Saddle Club for the Mountain Folk Center arena lighting and to Cherokee County Heritage Partners for the River Walk pavilion, motion being seconded by Cal Stiles, and unanimously adopted.

Nancy Lane provided updates for the Andrews Visitor Center and the Murphy Visitor Center to include number of visitors, leads generated from ad placement, Facebook and TripAdvisor performance.

The next item on the agenda was the NC Official Travel Guide approval for an ad. Sandra Daley made a motion to approve the ad copy and the \$32.50 cost for re-sizing the ad in the Official NC Travel Guide. Motion was seconded by Joan Posey Neumann, and unanimously adopted.

Margaret DeLuna provided an update on the directional signage for Andrews Historical downtown. After discussion, Joan Posey Neumann made a motion to pay the Town of Andrews \$1,188.18 and Signs & Designs \$811.82 which totals the approved budgeted amount of \$2,000.00. Motion being seconded by Steve Dickey and unanimously adopted.

The next item on the agenda was the Cherokee County Fair to be held at the Mountain Folk Center on October 23rd, 24th, and 25th. No action was taken.

After discussion, it was the consensus of the Board, not to participate in a 30 minute radio program with WKRK on Tuesdays between 10:30 a.m. and 11:00 a.m. at a cost of \$75.00.

There being no further business, motion was made by Cal Stiles to adjourn, motion being seconded by Sandra Daley and unanimously adopted.



Clerk to the Board



Approved