

Minutes of
Cherokee County
Tourism Development Authority
October 12, 2015

The Cherokee County Tourism Development Authority met at 2:00 p.m. on October 1, 2015 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles, Steve Dickey and Sandra Daley. Absent were Aurelia Stone and Anthony El-Khouri. 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 Cal Stiles to approve the agenda, motion seconded by Joan Posey Neumann and unanimously adopted.

Motion was made by Sandra Daley, seconded by Joan Posey Neumann, and unanimously adopted to approve the September 14, 2015 minutes.

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

Nancy Lane provided updates for the Andrews and Murphy Visitor Centers. Number of visitors, website and Facebook statistics were reported.

Margaret DeLuna provided an update on the Andrews Way-finding sign. The sign has been completed and installed. The Murphy committee is still working on the Murphy Way-finding signage.

The next item on the agenda was marketing to include becoming a member with the Blue Ridge Highlander. Future fall and holiday ad copies previously approved were shown. Membership to the Blue Ridge Highlander was discussed. After discussion, Sandra Daley made a motion to table membership with Blue Ridge Highlander until the next planned budget workshop, motion being seconded by Joan Posey Neumann, and unanimously adopted.

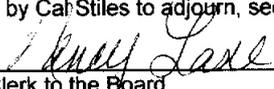
Under new business, Sharmane Ogden of Smoky Mountain Host gave a presentation on the new 2016 North Carolina Smoky Mountains Travel Guide, Hashtag Get Social and Vacation2Discover digital sites. After discussion Cal Stiles made a motion to pay \$2,800.00 for a full page ad in the 2016 Travel Guide, in addition to \$500.00 for another year of the Hashtag #GetSocial, motion being seconded by Joan Posey Neumann and unanimously adopted. Sharmane Ogden also stressed the importance of the Board having a presence at the December 1st Smoky Mountain Host quarterly meeting. Cost is \$50.00 per person which includes lunch. During this meeting the Smoky Mountain Host will vote on Board members to represent Western North Carolina. After discussion Cal Stiles made a motion to cover the \$50.00 cost plus mileage so that any Board member and one guest could attend, motion being seconded by Steve Dickey and unanimously adopted. More information will be provided at a later date.

The next item on the agenda was the Strategic Plan. Margaret DeLuna reviewed the plan item by item. After discussion it was determined to be on schedule.

During public forum, Phylis Blackmon asked if the trout maps would be reprinted. Due to liability issues and visitors not being familiar with our trout waters it was decided not to reprint the maps.

Cal Stiles made a motion to go into Executive Session, motion being seconded by Steve Dickey and unanimously adopted. After discussion, no action was taken. Cal Stiles made motion to end Executive Session, motion being seconded by Sandra Daley, and unanimously adopted.

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



Clerk to the Board



Approved