

Minutes of
Cherokee County
Tourism Development Authority
February 8, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on February 8, 2016 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Steve Dickey, Sandra Daley and Cal Stiles. Absent were 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 Cal Stiles to approve the agenda with the addition of discussion regarding the back wall of the conference room. Motion was seconded by Sandra Daley and unanimously adopted.

Motion was made by Joan Posey Neumann, seconded by Cal Stiles, and unanimously adopted to approve the January 11, 2016 minutes.

The next item on the agenda was the Financial Report. No action taken.

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

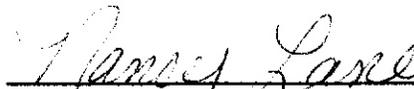
The next item on the agenda was a request from Heritage Partners asking for \$1,300.00 to cover the cost of re-printing the River Walk Brochures. After discussion, Cal Stiles made a motion to pay \$1,300.00 for the re-print, seconded by Joan Posey Neumann and unanimously adopted.

The back walls of the conference room were next on the agenda. Cal Stiles explained work that needs to be done. After discussion, Cal Stiles made a motion to move to close on the building, motion being seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was marketing. After discussion, Sandra Daley made a motion to participate in eight of the Expo Management Inc., shows as an exhibitor with locations in Florida, Tennessee and South Carolina, and purchase two banners for display not to exceed \$1,000.00 in cost. Motion was seconded by Joan Posey Neumann and unanimously adopted. After discussion, Cal Stiles made a motion to participate in the Blue Ridge Digest Atlanta Home Show on March 18-20, 2016, if the show was held at the Cobb Gallery and if Tom Hardy would accept receipt of our brochures later than the February 15, 2016 deadline. Motion was seconded by Joan Posey Neumann and unanimously adopted. It was decided not to place an ad in the Points North publication.

The next item on the agenda was the public forum. No action was taken.

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



Clerk to the Board



Approved