

Minutes of
Cherokee County
Tourism Development Authority
August 8, 2016

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

Members present were Cal Stiles, Anthony El-Khoury, Sandra Daley, Steve Dickey and Aurelia Stone. Absent were Margaret DeLuna and Joan Posey Neumann. Also present was Nancy Lane, who serves as Clerk to the Board, Meridith Jorgensen, Jack Simons, Lee Bradshaw, David Vowell and Ryan Sherby.

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

Motion was made by Aurelia Stone to approve the agenda, seconded by Anthony El-Khoury and unanimously adopted.

Motion was made by Sandra Daley, seconded by Anthony El-Khoury, and unanimously adopted to approve the June 13, 2016 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 analysis and Facebook statistics were reported. Mrs. Lane reported that the Occupancy Tax forms were accepted and approved by the Cherokee County Finance Department and would be mailed with the tax notices. Mrs. Lane provided a brief update regarding the 2017 Solar Eclipse. Meridith Jorgensen also provided information.

Awning and lettering estimates for the Murphy Visitor Center was next on the agenda. After discussion, Aurelia Stone made a motion to approve \$1,000.00 for the awning and lettering. Mrs. Stone suggested a blue color to match as closely as possible the blue in the logo, with white lettering, motion was seconded by Steve Dickey and unanimously adopted.

The next item on the agenda was the request to purchase a refrigerator for the Murphy Visitor Center. After discussion, Steve Dickey made a motion to approve \$500.00 for a refrigerator, seconded by Anthony El-Khoury and unanimously adopted.

Marketing items were next on the agenda. After discussion, Aurelia Stone made a motion to pay \$4,800.00 for the 2017 Great Smoky Mountains NC Travel Guide ad, and requested that the Board be advised of the format for the new edition. Motion was seconded by Anthony El-Khoury and unanimously adopted. Aurelia Stone made a

motion to table advertising in the Southern Travel & Lifestyles magazine, motion being seconded by Cal Stiles and unanimously adopted. No action was taken on the video promotion. After discussion Lee Bradshaw agreed to revise the food video as suggested by the board.

Under New Business, Don Reynolds, representing the Cherokee County Fair was unable to attend. No action was taken.

Next item on the agenda was the Cherokee County Arts Council Grant request of \$1,200.00 for the Fun Photo Shoot. After discussion, Aurelia Stone made a motion to give \$1,000.00, motion amended by Sandra Daley who made a motion to give \$1,100.00, seconded by Steve Dickey and unanimously adopted.

The next item was the Ugo Tour presentation by Ryan Sherby. After discussion, Aurelia Stone made a motion to approve \$4,800.00 with stipulation that the Tourism Board receive comments from other participants of the Ugo Tour. Motion was seconded by Steve Dickey and unanimously adopted.

No action taken during public forum.

There being no further business, motion was made by Anthony El-Khouri to adjourn, seconded by Steve Dickey and unanimously adopted.


Clerk to the Board


Approved