

Minutes of  
Cherokee County  
Tourism Development Authority  
October 10, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on October 10, 2016 at the Murphy Visitor Center.

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

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 Aurelia Stone, seconded by Joan Posey Neumann to approve the agenda.

Motion was made by Aurelia Stone, seconded by Steve Dickey, and unanimously adopted to approve the September 12, 2016 minutes.

The Financial Report was next on the agenda. 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. Update provided for the UGO tours and story points. August 21, 2017 total solar eclipse promotion was discussed.

The next item on the agenda was Lee Bradshaw from One27Media. After discussion, Aurelia Stone made a motion to keep the Brewery Video as is, seconded by Joan Posey Neumann, and unanimously adopted. The Board asked that the lodging video be changed to show more hotel rooms and remove some of the B&B and camping footage. Further discussion regarding marketing the video's on YouTube resulted in Aurelia Stone making a motion to pay Lee Bradshaw \$200.00 per month for managing and \$100.00 per month for promoting the dining, lodging and brewery/winery video's for three months totaling \$900.00. The Board asked Mr. Bradshaw to attend the January meeting and present an update of activity for the video's on YouTube.

The next item on the agenda was marketing. After discussion, Aurelia Stone made a motion to participate in the SW North Carolina Vacation Guide in the Mountains publication at a cost of \$530.00, seconded by Joan Posey Neumann and unanimously adopted. Aurelia Stone made a motion to participate in the Southern Travel & Lifestyles magazine at a cost of \$3,560.00, seconded by Steve Dickey, and unanimously adopted. Aurelia Stone made a motion to participate in the Blue Ridge Country publication at a cost of \$3,586.00, seconded by Steve Dickey, and unanimously adopted.

The next item on the agenda was Tim Ford with a November and December Art Walk update. Mr. Ford did not appear. No action taken.

The next item under new business was postponing the December meeting. After discussion, Joan Posey Neumann made a motion to table this item until the November meeting, seconded by Aurelia Stone, and unanimously adopted.

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

There being no further business, motion was made by Aurelia Stone to adjourn, seconded by Margaret DeLuna, and unanimously adopted.

Pat J. Velazquez  
Approved

Nancy Lane  
Clerk to the Board