

Minutes of  
Cherokee County  
Tourism Development Authority  
February 12, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on February 12, 2018 at the Murphy Visitor Center.

Members present were Phylis Blackmon, Mike Sheidy, Gary Westmoreland, Steve Dickey, Sandra Daley and Joshua Vaught. Absent was Joan Posey Neumann. Also present were Nancy Lane, Clerk to the Board, Drs. Will and Brenda Chambliss, Chad Simons, Tim Ford, Jan Olson and Aurelia Stone.

The meeting was called to order by Sandra Daley after which there was a moment of silence and the pledge of allegiance.

Drs. Will and Brenda Chambliss requested to be added to the agenda. After discussion motion was made by Phylis Blackmon to approve the agenda as amended and add Drs. Will and Brenda Chambliss as item number 9 under new business, motion being seconded by Joshua Vaught and unanimously adopted.

Mike Sheidy made a motion to approve the January 8, 2018 meeting minutes, seconded by Sandra Daley and unanimously adopted.

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

Nancy Lane provided updates for the Murphy and Andrews Visitor Centers, number of visitors, website analytics and Facebook statistics. Mrs. Lane also gave an update on the Bassmaster tournament to be held in September on Lake Chatuge. Mrs. Lane provided the requested information from Candy Anderson for investment rates for the NC Management Trust and an interest bearing checking account.

The next item on the agenda was the marketing proposal of Our State magazine previously discussed during the January meeting. Phylis Blackmon made a motion to participate in the May issue with a 1/4 page ad in addition to the Destination section for May, June, July and August. Motion was then amended by Phylis Blackmon changing the size from ¼ to 1/3, motion being seconded by Steve Dickey and unanimously adopted.

Under New Business, Drs. Will and Brenda Chambliss were next on the agenda. They presented a marketing plan that will reach national outlets promoting Cherokee County as the home of the Embassy Christian Center Church of God in Christ, home of the Body Builders Television Network and future Embassy Christian Event Center. Impact of this project will bring regional and national visibility to Cherokee County as a result of events and media reach. After discussion, Gary Westmoreland made a motion to give \$1,500.00, motion being seconded by Steve Dickey and adopted with Phylis Blackmon opposed.

Tim Ford discussed plans for the 2018 Art Walk. After discussion Joshua Vaught made a motion to participate and sponsor the Art Walk at the platinum level for \$1,000.00, motion being seconded by Mike Sheidy and unanimously adopted.

The next item on the agenda was a request from the Western NC Wagon Train. After discussion, Mike Sheidy made a motion to pay \$100.00 for a ½ page in their annual wagon train publication, motion being seconded by Gary Westmoreland and unanimously adopted.

Chamber report for January 2018 was next on the agenda. No action taken.

Budget for 2018/2019 was next on the agenda. After discussion it was decided to table until the March meeting.

Public forum was next on the agenda. Jan Olson described the April events currently being planned for the Spring Fling in Andrews to be held in May. Aurelia Stone had several thoughts regarding requests for funding that are presented to the Board. She suggested that the Board require at least 30 days to research such requests, giving the board sufficient time to make the best fiduciary decision.

Gary Westmoreland made a motion to enter into Executive Session, motion being seconded by Phylis Blackmon and unanimously adopted. After discussion, Gary Westmoreland made a motion to end Executive Session, motion being seconded by Phylis Blackmon and unanimously adopted.

There being no further business, motion was made by Gary Westmoreland to adjourn, seconded by Phylis Blackmon and unanimously adopted.

Approved

Dated

  
Clerk to the Board