

Minutes
Cherokee County Tourism Development Authority

February 13, 2023

The Cherokee County TDA met at 2:01 pm on February 13, 2023 at the Murphy Visitor Center.

Members present were Joan Posey Neumann, Sandra Daley, Cal Stiles, Steve Dickey, Mike Sheidy, and Aurelia Stone. Also in attendance were Sherry Raines, Gayle Horton, Rhonda Bertha, and a member of the Murphy Business Association.

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

In the Public Forum, Rhonda And Sherry presented data on the billboard campaign the TDA sponsored in Florida.

Cal Stiles made a motion to amend and approve the agenda with the addition of an added marketing campaign request and executive session by Aurelia Stone, seconded by Aurelia Stone and unanimously adopted.

Aurelia Stone made a motion to approve the minutes, seconded by Joan Posey Neumann and unanimously adopted.

Steve Dickey made a motion to give \$7,500.00 to the Murphy Business Association for the Spring Festival, seconded by Cal Stiles and unanimously adopted.

Aurelia Stone made a suggestion to begin sending out discount coupon codes to people who request information/travel guides through the website. The board decided to look further into this to determine if it was an idea worth pursuing.

Cal Stiles made a motion to approve a \$4,000.00 donation to the Murphy Art Walk, seconded by Steve Dickey and unanimously adopted.

Aurelia Stone made a motion to table the grant application approval till the next meeting, seconded by Mike Sheidy and unanimously adopted.

Steve Dickey made a motion to go into executive session, seconded by Cal Stiles and unanimously adopted.

Cal Stiles made a motion to leave executive session and adjourn the meeting, seconded by Steve Dickey and unanimously adopted.

Clerk to the Board

Date _____ Approved _____