



The Cherokee County TDA met on March 10th, 2025 at Murphy Visitor Center at 4:04pm.

Members Present were Sandra Daley, Cal Stiles, Joan Posey, Steve Dickey, Mike Shiedy.

Others Present: Victoria Ivey, Shannan Kelly, Alania Trull, Rod Fortney, Ralph Robinson, and director Casey Kerr.

The meeting was called to order by Sandra Daley, after which there was a moment of silence and the pledge of allegiance. Motion to approve the February 10th agenda was made by Cal Stiles, seconded by Joan Posey and unanimously approved. Motion to approve February 10th minutes was made by Joan Posey seconded by Cal Stiles and unanimously approved.

New Business:

A motion was made by Cal Stiles to approve \$7500 in event grant funding to go toward the Murphy Spring Festival, seconded by Steve Dickey, and unanimously approved.

A motion was made by Steve Dickey to approve the reel package at \$600 per month with Local TV 4's Ralph Robinson, seconded by Sandra Daley, and unanimously approved.

A motion was made by Cal Stiles to approve additional funding that may go over the \$1200 Visit NC scholarship appropriation for Casey Kerr to attend the Visit NC conference from April 5th- April 8th, seconded by Joan Posey and unanimously approved.

Steve Dickey made a motion to approve a half page ad in the Blue Ridge Heritage Trail magazine at \$830, seconded by Cal Stiles with stipulation of right hand side positioning ,and unanimously approved.

A motion was made by Sandra Daley to approve a total \$225 for the Crowdrift Photo Contest to be paid out in gift cards to 1st, 2nd, and 3rd place winners, seconded by Joan

Posey and unanimously approved.

A motion was made by Sandra Daley to approve name tags like the Cherokee County Chamber of Commerce tags from Etsy. Seconded by Cal Stiles, and unanimously approved.

A motion was made to approve \$392 plus tax to update the Visit Cherokee County logo with Digital Creations, seconded by Steve Dickey and unanimously approved.

Motion was made to adjourn by Mike Shiedy, seconded by Joan Posey, and unanimously approved.

Clerk to the Board

Date:

Approved:

Sandra Daley

4/14/25

Sandra Daley