

Minutes of  
Cherokee County  
Tourism Development Authority  
June 12, 2017

The Cherokee County Tourism Development Authority met at 2:00 p.m. on June 12, 2017 at the Murphy Visitor Center.

Members present were Gary Westmoreland, Mike Sheidy, Joan Posey Neumann, Sandra Daley, Phylis Blackmon, Josh Vaught and Steve Dickey. Also present were Aurelia Stone, Meridith Jorgensen, Katelyn Jones, Mathew Osborne and Nancy Lane, Clerk to the Board.

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

Sandra Daley asked the Board members and guests in attendance to introduce themselves.

Gary Westmoreland made a motion to approve the agenda, seconded by Phylis Blackmon and unanimously adopted.

Steve Dickey made a motion to approve the May 8, 2017 minutes, seconded by Sandra Daley and unanimously adopted.

The next item on the agenda was the financial report. No action was taken.

Nancy Lane provided updates for the Murphy and Andrews Visitor Center. Number of visitors, website analytics and Facebook statistics were reported. Mrs. Lane informed the Board that the Piney Know Bike Trail matching grant of \$10,000.00 has been met. Funds in the amount of \$10,000.00 will be taken from Action Adventure. Mrs. Lane also gave each Board member the Appalachian Country Living magazine which featured the eight page promotion of the August 21, 2017 Solar Eclipse.

Under New Business, Zack Stockbridge was unable to attend.

Steve Dickey made a motion to keep the Tourism Development Authority meeting dates as the second Monday of every month beginning at 2:00 at the Murphy Visitor Center, motion being seconded by Mike Sheidy and unanimously adopted.

Steve Dickey made a motion for Joan Posey Neumann to be elected as Vice Chair, motion being seconded by Gary Westmoreland and unanimously adopted.

Nancy Lane explained that Mary Anne Baker would no longer be Facebook manager as of June 30, 2017. After discussion, Mike Sheidy made a motion to continue with the \$500.00 per month for Facebook marketing, motion being seconded by Josh Vaught, and unanimously adopted. It was agreed that Nancy Lane would continue the work of Mary Anne Baker.

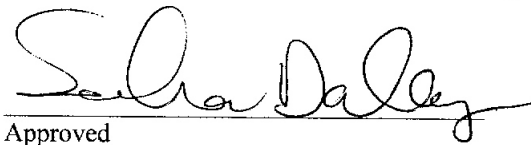
The next item on the agenda was marketing opportunities. Josh Vaught made a motion to pay \$100.00 for a one-half page ad in the Western North Carolina Wagon Train magazine, seconded by Gary Westmoreland and unanimously adopted. Gary Westmoreland made a motion to participate in the early bird discount for the 2018 Official North Carolina Travel Guide at a cost of \$10,800.00 seconded by Phylis Blackmon and unanimously adopted. No action taken on the remaining marketing opportunities.

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


Under public forum, Meridith Jorgenson discussed a co-op marketing opportunity with all regions of Western North Carolina for the cover page of the 2019 Official North Carolina Travel Guide. Aurelia Stone stated that the Cherokee County Chamber of Commerce and the Tourism Development Authority had separate agenda's regarding marketing.

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

  
Clerk to the Board



Approved

  
Dated