

Minutes
Cherokee County Tourism Development Authority
January 10, 2022

The Cherokee County TDA met at 2:07pm on January 10, 2021 at the Murphy Visitor Center.

Members present were Joan Posey-Neumann, Aurelia Stone, Cal Stiles, Sandra Daley, and Steve Dickey. Also in attendance were Sherry Raines, Nola Cooper, and Ronda Birtha. The meeting was called to order by Sandra Daley after which there was a moment of silence and the pledge of allegiance.

For the Public Forum, Sherry Raines announced that Laura Lachance would be coming to the next meeting to present the statistics on the MBA's Christmas festival.

Cal Stiles made a motion to approve the agenda, seconded by Joan Posey-Neumann and unanimously adopted.

Aurelia Stone made a motion to approve the December 13, 2021 minutes, seconded by Joan Posey- Neumann and unanimously adopted.

Nola Cooper presented the possible "Basecamp Andrews" campaign locations and was advised to look further into the proposed Rockingham location.

Sherry Raines presented the #wherewncbegins billboard campaign and proposed a location in Ocala, Fl. that receives very heavy traffic flow daily. The board advised to look into a 6 month option and after a 90 day period, look into the analytics and continue with the location if the results are positive.

Cal Stiles made a motion to adjourn, seconded by Joan Posey Neumann and unanimously adopted.

Clerk to the Board

Approved

Date