

Minutes of  
Cherokee County  
Tourism Development Authority  
May 13, 2019

The Cherokee County Tourism Development Authority met at 2:00 p.m. on May 13, 2019 at the Murphy Visitor Center.

Members present were Phylis Blackmon, Sandra Daley, Joan Posey Neumann, Steve Dickey and Aurelia Stone. Absent were Gary Westmoreland and Mike Sheidy. Also in attendance were Sherry Raines, Jan Olson, Cal Stiles 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.

Aurelia Stone made a motion to approve the May 13, 2019 agenda as amended, motion seconded by Joan Posey Neumann and unanimously adopted.

Aurelia Stone made a motion to approve the April 8, 2019 minutes, motion seconded by Joan Posey Neumann and unanimously adopted.

Financial report was next on the agenda. No action taken.

During the public forum, Jan Olson, Andrews Chamber Executive Director spoke about the Valley River Truck Jam to be held in July. Sherry Raines, Cherokee County Chamber Executive Director spoke about the Forks & Corks and also a new business moving into the Moose Hollow building. It will be a driving tour company.

Under unfinished business, Nancy Lane provided her monthly update for both the Murphy and Andrews Visitor Centers covering the April visitor numbers. Mrs. Lane also mentioned the Wagon Trains request for \$100 to place our ad in their agenda publication. No action taken.

Also under unfinished business, Chat Simons had asked if the Board had discussed the Town of Murphy request for \$11,000.00 for their beautification project. No action was taken at the original meeting and no action was taken at this meeting. The subject died for lack of a motion.

The next item on the agenda was a funding request of \$7,000.00 for the re-printing of the Scenic Circle from the Heritage Partners. After discussion Aurelia Stone suggested that Nancy Lane write a letter to Heritage Partners requesting more information regarding their request. The Board thought the cost of the re-print would be covered by the sale of the previous Scenic Circle.

The next item was the tax form sent out with the real estate tax bills. After discussion, the board decided not to participate this year but wait until we get the new evaluation next year.

Our State was next on the agenda. After discussion the board requested more information and the request was tabled until the June 10, 2019 meeting.

The North Carolina Official Travel Guide was next on the agenda. After discussion Aurelia Stone made a motion to take advantage of the early bird special at a cost of \$10,800 for the 2020 issue, motion seconded by Phylis Blackmon and unanimously adopted.

Blue Ridge Digest was next on the agenda. Aurelia Stone made a motion to pay \$575.00 for the Spring and \$575.00 for the Summer issue, motion seconded by Steve Dickey and unanimously adopted.

The SW NC Vacation Guide was next on the agenda. After discussion, Phylis Blackmon made a motion to participate in all five full page ads in addition to five ads on the map section for a total of \$3,150.00. Motion seconded by Aurelia Stone and unanimously adopted.

There being no further business, Steve Dickey made a motion to adjourn, motion being seconded by Aurelia Stone and unanimously adopted.

  
Clerk to Board

  
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Approved

  
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Dated