

Minutes of  
Cherokee County  
Tourism Development Authority  
July 9, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on July 9, 2018 at the Murphy Visitor Center.

Members present were Phylis Blackmon, Sandra Daley, Joan Posey Neumann, Mike Sheidy and Steve Dickey. Absent were Gary Westmoreland and Joshua Vaught. Also present were Nancy Lane, Clerk to the Board, Gayle Horton and Aurelia Stone.

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

Mike Sheidy made a motion to approve the agenda, motion being seconded by Phylis Blackmon and unanimously adopted.

Phylis Blackmon made a motion to approve the May 14, 2018 minutes, motion being seconded by Joan Posey Neumann and unanimously adopted.

The Financial Report was next on the agenda. No action taken.

Visitor Center updates were next on the agenda. Nancy Lane provided reports for both the Murphy and Andrews Visitor Center covering the months of May and June 2018. Mrs. Lane also reported on changes that VisitNC have made regarding cabin rentals.

Employee raises to match Cherokee County was next on the agenda. Phylis Blackmon made a motion to postpone this item until Gary Westmoreland provided his opinion since he was the board member who first brought up the suggestion. Motion was seconded by Steve Dickey and unanimously adopted.

Approval of meeting dates was next on the agenda. Mike Sheidy made a motion to approve the second Monday of each month at 2:00 p.m. to be held at the Murphy Visitor Center, motion being seconded by Joan Posey Neumann and unanimously adopted.

Phylis Blackmon made a motion to move \$2,000.00 from the Murphy Visitor Center into the Andrews Visitor Center to cover end of year expenses. Motion was seconded by Steve Dickey and unanimously adopted.

Home and Garden Shows Expo Management was next on the agenda. Mike Sheidy made a motion to participate in all seven shows for a total cost of \$700.00. Motion was seconded by Steve Dickey and unanimously adopted.

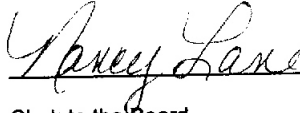
After discussion Steve Dickey made a motion to participate in the Blue Ridge Digest shows held in Atlanta, Georgia, September 7-9, 2018 and the Southern Women's Show in Jacksonville, Florida October 18-21, 2018. Motion was seconded by Joan Posey Neumann and unanimously adopted.

Next on the agenda was the Our State annual October issue special. After discussion Steve Dickey made a motion to participate in the October issue at a cost of \$1,575 for a 1/6<sup>th</sup> ad. Motion being seconded by Mike Sheidy and unanimously adopted.

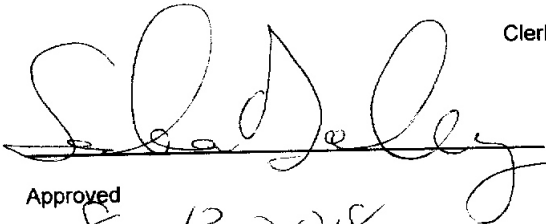
The 2019 Travel Guide Early Bird Special was next on the agenda. Phylis Blackmon made a motion to continue with the 1/3<sup>rd</sup> page ad at a cost of \$10,800.00, motion being seconded by Steve Dickey and unanimously adopted.

Public Forum was next on the agenda. Gayle Horton advised the Board that the Town of Andrews was looking at three potential buildings to house the Andrews Chamber of Commerce. Mrs. Horton will continue to keep the board updated.

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

  
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Clerk to the Board

  
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Approved

  
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Dated