

Minutes of
Cherokee County
Tourism Development Authority
September 10, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on September 10, 2018 at the Murphy Visitor Center.

Members present were Gary Westmoreland, Mike Sheidy, Joshua Vaught, Sandra Daley, Phyllis Blackmon, Steve Dickey and Joan Posey Neumann. Also present were Nancy Lane, Clerk to the Board, Aurelia Stone, Mr. & Mrs. Riches, Jan Olson, Sherry Raines, Brian Smith, Jan Olsen and Sharmane Ogden.

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

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

Mike Sheidy made a motion to approve the August 13, 2018 minutes, motion being seconded by Joan Posey Neumann and unanimously adopted.

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 August visitor numbers.

Mr. & Mrs. Riches, owners of Tours of Murphy, were next on the agenda. Mr. Riches presented a sample of a billboard and requested funding for one year to erect the billboard which would promote the shuttle to the casino and downtown Murphy from our local hotels. After discussion Phyllis Blackmon made a motion to pass on this proposal, motion being seconded by Joshua Vaught and unanimously adopted.

Brian Smith, President of the Cherokee County Chamber of Commerce was next on the agenda. The Chamber of Commerce requested \$25,000.00 to help fund tourism related expenses and to continue to find a common area to cost effectively work together. After discussion Gary Westmoreland made a motion that the Tourism Development Authority fund \$25,000.00 to the Cherokee County Chamber beginning December 1st in eleven monthly increments of \$2,083.33 and one increment of \$2,083.37. Motion being seconded by Phyllis Blackmon and adopted with the exception of Joan Posey Neumann who abstained. The Cherokee County Chamber will be required to submit a monthly report to the Tourism Development Authority showing how funds were utilized for tourism.

Sharmane Ogden from Smoky Mountain Host was next on the agenda. Mrs. Ogden was promoting the Travel Guide as well as the social medial marketing plan for next year. After discussion Gary Westmoreland made a motion to participate in both for a cost of \$4,800.00, motion being seconded by Sandra Daley and unanimously adopted.

Southern Travel & Lifestyles marketing ad was next on the agenda. After discussion Josh Vaught made a motion that this be tabled until the October meeting allowing Nancy Lane to

gather more information. Motion was seconded by Joan Posey Neumann and unanimously adopted.

The 2017 Economic Impact of Travel-North Carolina Counties was next on the agenda. Phylis Blackmon explained how the figures were calculated and by who. No further action was taken.

Public Forum was last on the agenda. Jan Olsen reported that the Andrews Chamber will be located at 955 Main Street in Andrews.

There being no further business Josh Vaught made a motion to adjourn, motion being seconded by Joan Posey Neumann and unanimously adopted.

Joan L Posey
Clerk to the Board *approved*

Phyllis Blackmon
Approved *Clerk of the Board*
10/8/18
Dated