

**Minutes**

**Cherokee County Tourism Development Authority**

**November 8, 2021**

The Cherokee County TDA met at 2:04 pm on November 8, 2021 at the Murphy Visitor Center.

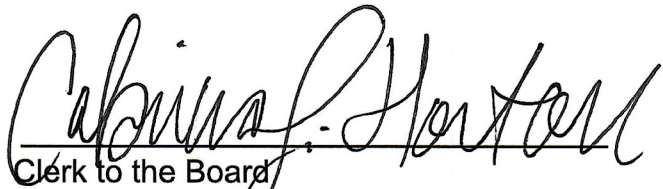
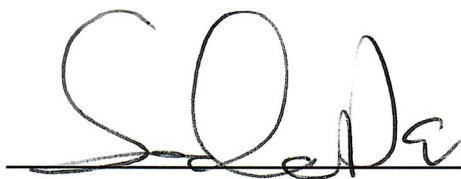
Members present were Joan Posey-Neumann, Aurelia Stone, Cal Stiles, Kathryn Jenkins, and Mike Sheidy. Also in attendance were Sherry Raines, Nola Cooper, Debra Vaanderlaan, Laura Lachance and Tracy from the Cherokee Scout. The meeting was called to order by Joan Posey- Neumann after which there was a moment of silence and the pledge of allegiance.

Laura Lachance presented "A Very Murphy Christmas", a month-long Christmas celebration with several events held in Downtown Murphy. Cal Stiles made a motion to support marketing efforts for \$4,000.00, seconded by Kathryn Jenkins and unanimously adopted.

Debra Vaanderlann presented the MAX project and Aurelia Stone made a motion to approve the funds to cover the initial installation, frames, and rack cards, totalling \$3,300.00, seconded by Joan Posey Neumann and unanimously adopted.

Cabrina Scionti Horton presented the recent analytics from the commercial marketing campaign in Columbus, SC reporting excellent stats and a noticeable increase in visitors from the targeted marketing area.

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



Clerk to the Board

Approved 12-13-2021 Date