

Minutes of  
Cherokee County  
Tourism Development Authority  
January 8, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on January 8, 2018 at the Murphy Visitor Center.

Members present were Joan Posey Neumann, Phylis Blackmon, Mike Sheidy, Gary Westmoreland, Steve Dickey and Sandra Daley. Absent was Josh Vaughn. Also present were Nancy Lane, Clerk to the Board, Aurelia Stone, Jan Olsen, Gayle Horton, David Brown, David Vowell, Meridith Jorgenson, Jacob Jorgenson, Kelsey Richardson, Drs. Brenda & Will Chambliss and Rick Ramsey.

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

Gayle Horton asked to be added on the agenda. Gary Westmoreland made a motion to approve the agenda adding The Andrews Chamber as item 9.a, motion being seconded by Joan Posey and unanimously adopted.

Mike Sheidy made a motion to approve the December 11, 2017, seconded by Gary Westmoreland and unanimously adopted.

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

Nancy Lane provided updates for the Murphy and Andrews Visitor Centers, number of visitors, website analytics and Facebook statistics.

David Vowell of the Cherokee County Arts Council was next on the agenda. After discussion Mike Sheidy made a motion to provide \$3,000.00 to the Arts Council for two separate events, motion being seconded by Steve Dickey and unanimously adopted. The first event to be held in February will create an exchange exhibit with the Macon County Arts Association in Franklin. The second to be held in March will be an art exhibit by David Rabhan, author of "Conscious Coma".

The next item on the agenda was the Bassmaster September 2018 tournament. Further information is needed so item was tabled.

Nancy Lane provided a summary of last year's Art Walk usage of funds that was provided by Tim Ford.

Gayle Horton, President of the Andrews Chamber of Commerce was next on the agenda. Mrs. Horton provided a proposal for the Andrews Chamber and Welcome Center. After discussion, Mike Sheidy made a motion to fund \$2,000.00 per month beginning February 2018 for one year totaling \$24,000.00 to assist in a welcome center located in downtown Andrews. Motion was seconded by Gary Westmoreland and approved with Sandra Daley opposed. The Chamber/Welcome Center will be an asset to the Town of Andrews and Cherokee County in attracting and assisting visitors to our area for vacations. The Andrews Chamber will assist visitors to our area looking for business opportunities.

David Brown, Editor of the Cherokee Scout was next on the agenda. Mr. Brown provided a proposal "Destination Cherokee County" to the board and requested funding in the amount of \$9,000.00 for two issues. After discussion Phylis Blackmon made a motion to accept this proposal for two issues at a cost of \$4,500.00 per issue for a total of \$9,000.00. Motion was seconded by Mike Sheidy and approved with Sandra Daley and Steve Dickey opposed.

NC Cash Management Trust was next on the agenda. After a brief discussion this item was tabled until the February 2018 meeting.

The SW North Carolina Vacation Guide in the Mountains was next on the agenda. After discussion, Steve Dickey made a motion to pay \$100.00 to be listed in the area directory under Tourism, motion being seconded by Phylis Blackmon and unanimously adopted.

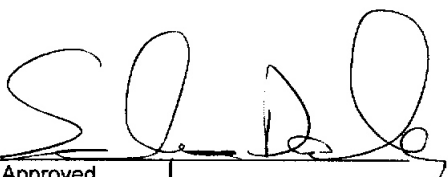
Home and Garden Expo schedule for 2018 was next on the agenda. Sandra Daley made a motion to participate in the Spring and Fall Senior Expo shows at a cost of \$100.00 each for a total of \$200.00, motion being seconded by Steve Dickey and unanimously adopted.

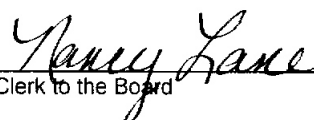
Our State magazine was next on the agenda. No action taken.

The Chamber of Commerce monthly report was next on the agenda. No action taken.

Under Public Forum, Mayor Rick Ramsey stated he would be happy to do anything he could to help promote the Town of Murphy. Dr. Brenda Chambliss also spoke during the public forum. They are launching a new marketing campaign, Welcome Mat, in February, appropriately Black History month.

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

  
Approved  
2/11/2018  
Dated

  
Clerk to the Board