

Minutes of
Cherokee County
Tourism Development Authority
March 12, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on March 12, 2018 at the Murphy Visitor Center.

Members present were Mike Sheidy, Gary Westmoreland, Phylis Blackmon, Steve Dickey, Sandra Daley, Joshua Vaught and Joan Posey Neumann. Also present were Nancy Lane, Clerk to the Board, Karah Thompson, Wayne Peacock, Gayle Horton and Jan Olson.

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

Phylis Blackmon made a motion to approve the agenda, seconded by Joshua Vaught and unanimously adopted.

Gary Westmoreland made a motion to approve the February 12, 2018 minutes, seconded by Steve Dickey and unanimously adopted.

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

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

Budget for 2018-2019 was next on the agenda. The board decided to call a special budget meeting on March 29th at 2:00 p.m., specifically to work on the upcoming budget for 2018-2019.

NC Cash Management was postponed until after the 2018-2019 budget has been completed and approved.

Wayne Peacock introduced Karah Thompson to discuss the upcoming May 5th Spring Festival planned by the Murphy Business Association. After discussion Mrs. Thompson requested \$1,000.00 to help with the cost of an ad placed in the Appalachia Country Magazine. Steve Dickey made a motion to give \$1,000.00 towards the printed ad cost, motion being seconded by Phylis Blackmon and unanimously adopted.

David Vowell from the Cherokee County Arts Council was next on the agenda but did not attend.

Allison Outdoor Billboard renewal was next on the agenda. After discussion Gary Westmoreland made a motion to continue for another year at a cost of \$3,900.00, motion being seconded by Steve Dickey and unanimously adopted.

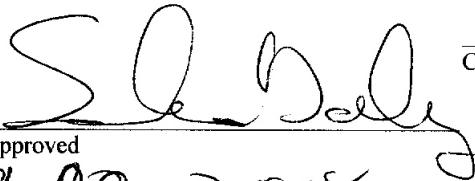
Southern Trout was next on the agenda. After discussion Gary Westmoreland made a motion to participate in the June/July and Aug/Sept issue at a cost of \$400.00 for both, motion being seconded by Sandra Daley and unanimously adopted.

The Angler was next on the agenda. After discussion, Steve Dickey made a motion to participate in the April edition at a cost of \$800.00 for a full page ad, along with the May, June, July, August and September edition if they would give a reduced rate, motion being seconded by Gary Westmoreland and unanimously adopted.

Expo Management Home and Garden shows was next on the agenda. Phylis Blackmon made a motion to participate in the next four home and garden shows at a cost of \$400.00, motion being seconded by Steve Dickey and unanimously adopted.

During Public Forum, Jan Olson brought the Board up to date on the Andrews Spring Fling event.

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

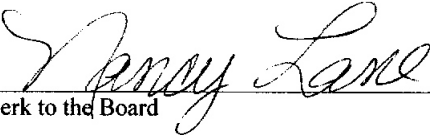


Approved

4-09-2018

Dated00

SBP


Clerk to the Board