

Minutes of  
Cherokee County  
Tourism Development Authority  
August 13, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on August 13, 2018 at the Murphy Visitor Center.

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

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, motion seconded by Joan Posey Neumann and unanimously adopted.

Gary Westmoreland made a motion to approve the July 9, 2018 minutes, motion being seconded by Mike Sheidy 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 Center covering the July visitors.

Under New Business, Brian Smith, President of the Cherokee County Chamber of Commerce thanked the TDA Board for their assistance last year with funding to help with tourism related items at the Chamber. Mr. Smith also requested funding for the coming year in the amount of \$25,000.00 or \$2,000.00 per month which is a reduction of \$5,000.00 from last year. Their request will be placed on the September agenda for discussion. He also stated that the Chamber has revamped their fee structure as suggested by the TDA Board. Mr. Smith then informed the TDA Board that Meridith Jorgenson had resigned as Executive Director of the Chamber and Sherry Raines was appointed as interim Executive Director.

Dr. Brenda Miller was next on the agenda but did not attend. No action taken.

Marketing items were next on the agenda.

- a) The Board decided not to participate in the Vacation Guide. May be considered at a later date.
- b) The Board asked Mrs. Lane to obtain magazines from Adventure Outdoors prior to making any decision.
- c) After discussion Joshua Vaught made a motion to participate in the Blue Ridge Country publication by purchasing a ¼ page ad in all six publications at a cost of \$995.00 each. Motion being seconded by Joan Posey Neumann and unanimously adopted.

Under Public Forum, Mr. & Mrs. Riches discussed their new venture called Tours of Murphy. After discussion, it was decided that they will be on the agenda for the September 10, 2018 meeting.

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

S. O. Daley  
Approved

9-10-2018  
Dated

Nancy Lane  
Clerk to the Board