

Minutes
Cherokee County Tourism Development Authority
June 8, 2020

The Cherokee County TDA met at 2:04pm on June 8, 2020 at the Murphy Visitor Center.

Members present were Phylis Blackmon, Sandra Daley, Joan Posey-Neumann, Cal Stiles, Mike Sheidy, Steve Dickey, and Aurelia Stone. Also, in attendance were Sherry Raines and Jan Olsen.

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

Sandra Daley made a motion to approve the agenda which was seconded by Aurelia Stone and unanimously adopted.

Aurelia Stone made a motion to add the chairman's signature of approval to the previous months' minutes and future editions. Phylis Blackmon seconded the motion, which was unanimously adopted.

Sandra Daley made the motion to approve the May 11, 2020 minutes with the addition of signatures. Phylis Blackmon seconded the motion, which was unanimously adopted.

Financial reports for March 2020 were reviewed and it was stated by Aurelia Stone that compared to last year's numbers we are only down by approximately \$23,000 and should be safe financially till the end of the fiscal year in June 2020.

Motion was made by Cal Stiles, seconded by Steve Dickey and unanimously adopted, to apply funds for the cancelled Expo Marketing show which was to have been held on April 18 & 19 2020, to pay for a new show in Spartanburg, SC on Oct. 31 & Nov. 1 2020.

An audit contract with the county was approved. Cal Stiles made the motion to approve, seconded by Phylis Blackmon which was unanimously adopted.

A contract with Austin Lawrence Photography to send us photography at a rate of \$575.00 a month to use on social media, websites, etc. starting June 15, 2020-December 31,2020 was approved. Cal Stiles made the motion, seconded by Steve Dickey which was unanimously adopted.

Cabrina Scionti presented a contract with Lee Bradshaw to create ten 2 minute video segments as a series to use on various online platforms. The videos would showcase Cherokee County and different locations to entice tourists to the area. It was agreed that the total payment of \$11,000 would be paid half upfront and the remaining upon completion. Motion to approve the contract was made by Cal Stiles, which was seconded by Phylis Blackmon and unanimously adopted.

Aurelia Stone presented the idea of advertising through a local Chattanooga TV station and proposed reaching out to them for more information.

Phylis Blackmon made a motion to amend the agenda to add Public Forum. This motion was seconded by Sandra Daley and unanimously adopted.

Under Public Forum, Sherry Raines of The Cherokee County Chamber & Jan Olsen of The Andrews Chamber thanked the board for their continued support during the difficult past couple months.

Aurelia Stone made a motion to go into the Executive Session to discuss personnel issues, Phylis Blackmon seconded the motion which was unanimously adopted.

After returning to open session a motion by Cal Stiles, seconded by Steve Dickey and unanimously adopted to give Sande Kimball, upon her retirement a \$250.00 Visa Gift Card to thank her for assisting the board before & after Nancy Lane's passing.

Sandra Daley made the motion to adjourn, Cal Stiles seconded the motion and unanimously adopted.

Cabeira Sironi

Clerk to the Board

Sandra Daley

Approved

7-13-2020

Date