

Minutes
Cherokee County Tourism Development Authority
July 13, 2020

The Cherokee County TDA met at 2:04pm on July 13, 2020 at the Murphy Visitor Center.

Members present were Phylis Blackmon, Sandra Daley, Joan Posey-Neumann, Mike Sheidy, and Aurelia Stone. Also, in attendance were Sherry Raines and Gayle Horton.

The meeting was called to order by Joan Posey-Neumann after which there was a moment of silence and the pledge of allegiance.

There was no comment for the Public Forum.

Mike Sheidy made a motion to approve the agenda which was seconded by Phylis Blackmon and unanimously adopted.

Aurelia Stone made a motion to amend the minutes and add the previously discussed Chattanooga TV station commercial slot. Joan Posey-Neumann seconded the motion and it was unanimously adopted.

Aurelia Stone made a motion to approve the minutes as amended, seconded by Sandra Daley and unanimously adopted.

Financial reports for April 2020 were reviewed and it was noted by Aurelia Stone that April's numbers were down significantly, Cabrina Scionti stated that June and July's numbers were up and steadily increasing.

Cabrina Scionti presented the Quarterly report, giving an overview of the board's accomplishments over the past couple of months.

Motion was made by Aurelia Stone and seconded by Phylis Blackmon and unanimously adopted to create a committee to research and discuss redesigning our website.

A package for advertising with a local Chattanooga TV station was presented by Aurelia Stone. Phylis Blackmon made a motion to research more information on a specific

package and approve \$10,000 for the total investment, Aurelia Stone seconded the motion and it was adopted in a 3-1 vote.

The board discussed the possibility of the town of Murphy creating their own occupancy tax within the city limits.

Cabrina Scionti obtained a \$1,000 grant with Our State Magazine to use for advertising purposes.

Cabrina Scionti requested switching from office cell phones to desk phones, Aurelia Stone suggested we get more information and look further into it.

Phylis Blackmon stated that Clay County discussing a branded hotel, the board briefly discussed how this could affect overnight bookings in Cherokee County.

Aurelia Stone made a motion to enter the executive session to discuss payroll issues, Phylis Blackmon seconded the motion which was unanimously adopted.

After returning to open session a motion by Mike Sheidy, seconded by Sandra Daley and adopted in a 5 to 1 vote (with Cal Stiles voting over the phone) to increase Cabrina Scionti's pay by \$3.50.

Sandra Daley made the motion to adjourn, Joan Posey-Neumann seconded and it passed unanimously.

Clerk to the Board

Approved

Date