

Minutes of  
Cherokee County  
Tourism Development Authority  
April 9, 2018

The Cherokee County Tourism Development Authority met at 2:00 p.m. on April 9, 2018 at the Murphy Visitor Center.

Members present were Phylis Blackmon, Mike Sheidy, Steve Dickey, Sandra Daley, Joshua Vaught and Joan Posey Neumann. Absent was Gary Westmoreland. Also present were Nancy Lane, Clerk to the Board, Aurelia Stone, David Vowell, Jan Olsen, Rick Ramsey, Meridith Jorgenson and Kelsey Richardson.

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

Phylis Blackmon made a motion to add Executive Session to the agenda as item 14.a, motion being seconded by Joshua Vaught and unanimously adopted.

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

Mike Sheidy made a motion to approve the March 12, 2018 and the March 29, 2018 minutes, motion being seconded by Sandra Daley and unanimously adopted.

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

Visitor Center updates were next on the agenda. Nancy Lane provided updates for both the Murphy Visitor Center and Andrews Visitor Center.

Joshua Vaught made a motion to adopt the Strategic Plan and Budget for 2018/2019 as presented. Motion being seconded by Sandra Daley and unanimously adopted.

Nancy Lane reported that the Angler magazine would offer a rate of \$700 each for full page ads in the May, June, July, August, September and October magazine.

Sandra Daley made a motion to table item number 9 under unfinished business, motion being seconded by Phylis Blackmon and unanimously adopted.

The next item on the agenda was the Destination Cherokee County Publication. After discussion, it was suggested that David Brown, Editor of the Cherokee Scout attend the May 14<sup>th</sup> TDA meeting.

David Vowell was next on the agenda representing the Cherokee County Arts Council. After discussion, David asked to be placed on the May agenda. Mr. Vowell will be requesting funds for an event that will be held the end of July or first part of August.

Peaks & Valley, now being called Celebrate Cherokee County was next on the agenda. After discussion, Joshua Vaught made a motion to pay \$900.00 for the inside back cover, motion being seconded by Phylis Blackmon and unanimously adopted.

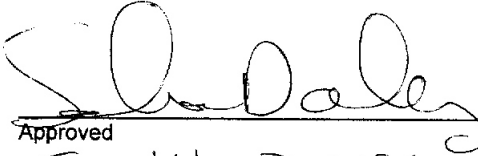
The next item on the agenda was the Blue Ridge Highlander. A proposal was given to each Board member for review. This item will be placed on the May agenda.

Public Forum was next on the agenda. Aurelia Stone displayed a motorcycle touring map along with contact information and suggested that Mrs. Lane contact them regarding placing an ad on the map.


Phylis Blackmon made a motion to go into Executive Session, motion being seconded by Joshua Vaught and unanimously adopted.

No action taken during Executive Session. Joshua Vaught made a motion to end Executive Session, motion being seconded by Phylis Blackmon and unanimously adopted.

There being no further business, Steve Dickey made a motion to adjourn, motion being seconded by Sandra Daley and unanimously adopted.

  
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Approved

5-14-2018  
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Dated

  
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Clerk to the Board