

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
April 1, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on April 1, 2013 at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, Phylis Blackmon, Karen Nash, David Wood, Reed Caldwell, Eric Carlson and Aurelia Stone. Absent was Candy Roberts. Also present were Nancy Lane, who served as Clerk to the Board, and Bertha Guffey of the Andrews Visitors Center, and Margaret DeLuna, Andrew DeLuna and Jeff Cole.

The meeting was called to order by Callie Moore, Chair. There was a moment of silence and the pledge of allegiance.

After a motion made by Karen Nash, seconded by David Wood and unanimously adopted, the agenda was approved as presented.

Upon motion made by Eric Carlson, seconded by Karen Nash and unanimously adopted, the minutes of the March 4, 2013 meeting were approved as submitted.

The next item on the agenda was the financial report. It was pointed out that revenues are in excess of the budget for the year to date. Candy Roberts will submit the financial statements to the commissioners later in April.

Callie Moore reported that she will be meeting with Mark Gibbs from the Department of Transportation this week to complete the lease between the DoT and the Tourism Development Authority for the Visitors Center in the Rest Area. Karen Nash reported that Scott Lindsay had approved the draft contracts between the TDA and the Cherokee County Chamber of Commerce and the Andrews Chamber of Commerce. It was agreed that the contact persons listed within the contracts should be the County Finance Director, the Andrews Chamber Board President and the Executive Director of the Cherokee County Chamber. Phylis Blackmon stated that she would re-date both contracts as of today's date and list the contact persons as stated and email revised copies of the contracts to Callie Moore and Margaret DeLuna.

Next followed a discussion of the Event Grants program. It was the consensus of the group that Nancy Lane should be designated as the person to receive applications and that she will scan and submit them to the entire TDA on the Monday prior to the monthly meeting. Reed Caldwell will draft a cover page for the application and notification letters for applicants to receive.

The next item on the agenda was a report from Reed Caldwell regarding the upcoming visit of staff from WNC Magazine. He stated that three persons would be visiting and that he is currently working on their itinerary and accommodations. The matter was tabled until the May meeting.

After a discussion, motion was made by David Wood, seconded by Eric Carlson and unanimously adopted to pay \$500.00 from the Mountain Culture line item for travel expenses for Kathleen Nolte to travel to Asheville for meetings to serve on the Western North Carolina Cultural Alliance. Reed Caldwell abstained from the discussion and from voting.

The next item on the agenda was a discussion of bids for the development of a tourism website. Callie Moore will email members a list of potential features to include in the bids, as a starting point for review. The matter was tabled for future discussion.

The board reviewed three grant applications. After discussion, motion was made by David Wood, seconded by Phylis Blackmon and unanimously adopted to grant \$500.00 to Hometown Events, Inc. for their Hometown 4<sup>th</sup> of July Classic Motorcycle Show. Aurelia Stone abstained. The application from Valley River Arts Guild for the May 3 Art Walk was disqualified since the event occurs in less than sixty days from the date of submission. The application from Valley River Arts Guild for the June 7 Art Walk was disqualified because the ads are for adjacent counties. They will be advised that they can resubmit their application if they want to pursue advertising for outside the immediate area.

Phylis Blackmon announced that there has been a change in personnel at the Welcome Center. The new employee was hired at less than the salary of the previous employee, but a budget amendment will be needed due to the payment of unused vacation and an overlap of the two employees for training purposes. Ms. Blackmon stated that Candy Roberts will assist with computing the budget amendment that will be required prior to the end of the fiscal year.

Since Callie Moore's term of service on the TDA is expiring this month, motion was made by Aurelia Stone, seconded by Eric Carlson and unanimously adopted, that Karen Nash be recommended to the commissioners to be appointed as Chair. After further discussion, motion was made by David Wood, seconded by Eric Carlson and unanimously adopted that the commissioners be asked to reappoint Reed Caldwell and appoint Margaret DeLuna to serve in two of the three seats to be vacated. A recommendation for the third seat was not made since citizens have until 5:00 on April 1 to apply to serve. A meeting was set for April 8, at 2:00 to make the third recommendation.

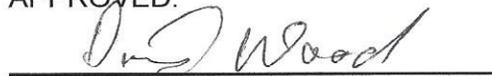
The next item on the agenda was marketing opportunities. Phylis Blackmon reported that the Peaks and Valleys space that had been approved at the March meeting had not been available, and that she would commit to the next most desirable space available. After discussion, Ms. Blackmon made a motion, which was seconded by Aurelia Stone and unanimously adopted that the TDA commit \$250.00 to be listed on the Southern Highroads website. Ms. Blackmon stated that the John C. Campbell Folk School will be featured in the December issue of Our State magazine and that the TDA should consider marketing in that issue. She agreed to obtain rates for the December issue to discuss at the May meeting.

The next item on the agenda was a discussion of a Rails-to-Trails meeting to be held on April 3. After discussion, motion was made by Reed Caldwell, seconded by Aurelia Stone and unanimously adopted, stating that the TDA supports an open forum to discuss the options and feasibility relating to the Rails-to-Trails project.

There being no further business, the meeting was adjourned.

  
Nancy Lane, Clerk to the Board

APPROVED:

  
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