

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
August 6, 2012

The Cherokee County Tourism Development Authority met at 3:00 p.m. on August 6, 2012 in the Board room at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, David Wood, Karen Nash, Eric Carlson and Phylis Blackmon. Members absent were Candy Roberts and Gil Hargett. Also present was Nancy Lane who served as Clerk to the Board.

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

After a motion by Karen Nash, seconded by Phylis Blackmon and unanimously adopted, the agenda was approved as amended.

After a motion by Karen Nash, seconded by Eric Carlson and unanimously adopted, the minutes of the July 9, 2012 meeting were approved as amended.

Callie Moore presented the financial report indicating no changes since last meeting. Eric Carlson commented that the increase in occupancy tax collections was greater for the spring months than had been anticipated.

David Wood provided an update on the DOT letter regarding signage. He received a thank you email and looks for a 30 to 40 day response.

The next item on the agenda was the bill insert educating taxpayers about Occupancy Tax Collection. Karen Nash sent the insert to Candy Roberts who will print it on County letterhead. Karen Nash also stated that the planned presentation for September at the Mountain Lakes Board of Realtors has been postponed to November 8, 2012.

The next item on the agenda was the event grant program. Callie Moore stated five applications had been received. It was agreed that a separate meeting will be held August 20, 2012 at 3:00 p.m., to review the applications.

Next was a discussion of marketing opportunities. Phylis Blackmon made a recommendation that we participate in the online magazine with Blue Ridge Highlander and use their mobile app for this year, taking the funds from reserves rather than from the current marketing allocation. Callie Moore stated that she is reviewing other mobile apps as well. It was decided to invite Sherry Dukes from Blue Ridge Highlander to make a presentation at the next meeting.

Next followed a discussion of purchasing an ad in the 2013 North Carolina Visitors Guide in the amount of \$6,240.00. Phylis Blackmon made a motion to purchase the ad. The motion died for the lack of a second. After further discussion, it was decided that Mrs. Blackmon bring a list of the costs of various marketing options to the next meeting, and that the group would prioritize the marketing opportunities.

The next item on the agenda was guidelines for the solicitation of bids for a tourism web site. Eric Carlson requested that he not be involved since he would like to be considered in the bidding process. This item was tabled.

The next item was the sponsorship of scenic byway designation for Joe Brown Highway. David Wood was asked by Callie Moore to obtain guidelines from the Department of Transportation on the requirements for scenic byways. She also suggested that the scenic byway web site may have the requirements listed.

The next item on the agenda was the Department of Transportation lease for the DOT Rest Area and a contract with the Andrews Chamber of Commerce. Margaret Deluna, current president of the Andrews Chamber, presented a list of questions she has. She stated the Depot is leased until December 31, 2012 and that most racks in the Rest Area are empty since they have no employee to fill them. After lengthy discussion it was determined that several questions needed to be clarified. Callie Moore will present those questions to the Department of Transportation.

Eric Carlson made a motion that until the Visitors Center at the Rest Area is open the Tourism Development Authority should continue to reimburse the Andrews Chamber up to a maximum of \$1,560.00 a month, beginning July 1, 2012. Motion was seconded by David Wood and unanimously adopted.

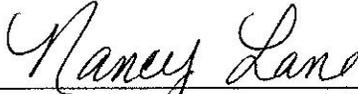
Next was a discussion of river access on property owned by the county. After discussion, motion was made by Phylis Blackmon, seconded by Eric Carlson, and unanimously adopted to request that the county commissioners grant public access to rivers on county property. Phylis Blackmon was asked to make that request to the commissioners.

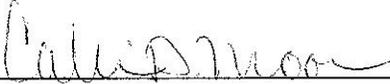
Added to the agenda under new business, Phylis Blackmon stated that Heritage Partners had requested printing assistance for their River Walk brochure. After discussion, motion was made by Phylis Blackmon, seconded by Eric Carlson, and unanimously adopted approving their request for reimbursement of fifty percent of the total printing cost of \$580.72, the money to be allocated from the printing budget.

Callie Moore reminded everyone that future meetings would be held at the Cherokee County Welcome Center unless otherwise decided. It was further agreed that future meetings would be held from 2:00 until 4:00, and that the September meeting would be on September 10 due to the Labor Day holiday

Callie Moore left the room, and a discussion was held regarding possible ways to support the efforts of the Hiwassee River Watershed Coalition and the work they do on behalf of tourism in the county. This matter was tabled until a future meeting. Callie Moore returned to the room.

There being no further business, Eric Carlson made a motion to adjourn, the motion was seconded by Callie Moore, and unanimously adopted.

  
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Nancy Lane, Clerk to the Board

Approved:   
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