

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
July 9, 2012

The Cherokee County Tourism Development Authority met at 3:00 p.m. on July 9, 2012 at the Multi-purpose room of the Cherokee County Courthouse.

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

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

After a motion by Karen Nash, seconded by Phylis Blackmon and unanimously adopted, the minutes of the June 4, 2012 meeting were approved.

Callie Moore presented the financial report indicating only one check in the amount of \$120 had been issued since the last report and that no income had yet been recorded for May or June. Karen Nash stated that Candy Roberts had requested a breakdown or the original budget presented for the Cherokee County Welcome Center in January. Phylis Blackmon will provide a copy to Candy Roberts.

The next item on the agenda was a report on the Freestyle Kayak World Cup and Championship. Callie Moore reported that no response had been received from any invited media.

David Wood provided a copy of a letter to the Department of Transportation regarding signage in Northwestern Cherokee County. After discussion Callie Moore stated the letter should be sent as is but with "Approved by the Tourism Development Authority" added to the bottom. Phylis Blackmon made a motion to send the letter as amended, the motion being seconded by Karen Nash and unanimously adopted.

Karen Nash submitted a draft of an insert to be sent with tax bills, educating taxpayers about occupancy tax collection. After discussion and amendments, David Wood made a motion to accept the bill insert as amended, seconded by Phylis Blackmon and unanimously adopted. The insert will also be added to the TDA website and county website.

The next item on the agenda was the event grant program. Callie Moore provided copies of a proposed events promotion grant application and guidelines. After discussion and amendments, David Wood made a motion to accept the application and guidelines as amended, seconded by Karen Nash and unanimously adopted.

The next item on the agenda was the DOT lease and a contract with the Andrews Chamber of Commerce for the operation of the Andrews Visitors' Center. After discussion and review of the lease it was decided that a meeting with the Andrews Chamber Board/Leaders was needed. Karen Nash will invite the Andrews Chamber Board/Leaders to the next TDA meeting to be held August 6, 2012 at 3:00 p.m.

The next item on the agenda was the solicitation of bids for a tourism web site. A committee of Eric Carlson, Callie Moore and Phylis Blackmon had been formed in March and it was suggested that Eric Carlson serve as Chair of that committee to work out proposed specifications for the August 6, 2012 meeting.

The next item on the agenda was a discussion on guidelines for the placement of brochures in the two Visitors Centers. This item was postponed until the August meeting.

Under other business, Sandy Zimmerman discussed a tri-county collaborative effort for Cherokee, Clay and Graham Counties. There will be a Small Business Chamber Alliance meeting on Wednesday, July 11, 2012 for this topic.

Kathleen Nolte of the Cherokee County Arts Council gave a report on the success of the First Friday Art Walks. She also discussed the NC Step program.

nsl and reported that WNC magazine featured the Art Walk and Cherokee County
Aurelia Stone commented on lack of access at Mission Dam.

There being no further business, Phylis Blackmon made a motion to adjourn, the motion being seconded by Karen Nash, and unanimously adopted.

Nancy Lane

Nancy Lane, Clerk to the Board

Approved:

Callie Moore
