

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
November 5, 2012

The Cherokee County Tourism Development Authority met at 2:00 p.m. on November 5, 2012 in the Board room at the Cherokee County Chamber of Commerce and Welcome Center.

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

The meeting was called to order by Callie Moore, Chair. There was a moment of silence and the pledge of 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 David Wood and unanimously adopted, the minutes of the October 1, 2012 meeting were approved as presented.

A current financial report was not available so this item was deferred to the next meeting.

The next item on the agenda was the public forum. No comments were received.

After a report on the insert regarding occupancy taxes to be included in the county tax bills, Karen Nash made a motion to allocate \$800.00 for the printing and stuffing of the insert into the 2013 tax bills, the motion being seconded by Eric Carlson and unanimously adopted.

David Wood stated that all of the requested Department of Transportation signs have been erected.

The next item on the agenda was quotes for a tri-fold brochure. Mrs. Blackmon presented three quotes from local businesses. After discussion, she made a motion that Digital Creations be used to create an 8 ½ x 11 tri-fold brochure in the quantity of 10,000 pieces. This motion was seconded by David Wood and unanimously adopted.

The next item on the agenda was a presentation by Jeff Cole of a recreational video filmed on Nottely River. David Wood made a motion to purchase Jeff Cole's video for \$550.00, the motion being seconded by Phylis Blackmon and unanimously adopted. A second motion was made by Phylis Blackmon that Mr. Cole be hired to make similar videos to support the Joe Brown Highway Scenic By-way designation. Motion was seconded by Karen Nash and unanimously adopted.

The next item on the agenda was the Andrews Visitors' Center contract. After a thorough discussion, Callie Moore stated that a revised budget of \$31,600 would be acceptable and asked those representatives from Andrews who attended the meeting to take the revised budget back to the Andrews Chamber of Commerce board for consideration.

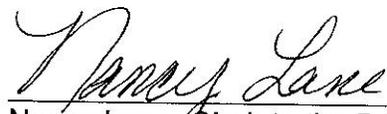
The next item on the agenda was the proposal to officially name a Hiwassee River boat access in honor of Gil Hargett. Karen Nash made a motion to recommend that the County name the boat access under the Hiwassee River bridge in honor of Gil Hargett. The motion was seconded by Phylis Blackmon and unanimously adopted.

Coordinating tourism promotion with Clay County was the next item on the agenda. Eric Carlson stated that his company has been approved to create the Clay County Tourism Development website. He reported that Clay County would like to meet with the Cherokee County Tourism Development Authority to discuss information and ideas that would benefit both Counties. Callie Moore suggested that a meeting be set in conjunction with our February 4, 2013 meeting.

The next item on the agenda was the Smoky Mountain Host Annual Meeting: "Outdoor Recreation Means Business" set for November 29th in Bryson City. Motion was made by David Wood, seconded by Karen Nash, and unanimously adopted to pay the registration fee and mileage for any TDA member and Bertha Guffey to attend the meeting. Motion was also made by David Wood, seconded by Eric Carlson and unanimously adopted, to pay the \$20.00 registration fee and mileage for Phylis Blackmon and Bertha Guffey to attend the Blue Ridge National Heritage Area group tour meeting on November 6.

The next item on the agenda was interviews with interested candidates for the Tourism Development Board. Three of the four persons who had expressed an interest in serving on the board were in attendance. After Teresa Thomas, Reed Caldwell and Aurelia Stone had visited with the board and left the meeting, Karen Nash made a motion that Reed Caldwell be appointed to fill the remainder Gil Hargett's term which expires on March 31, 2013; and Aurelia Stone be appointed to fill the unexpired portion of Danny Slucher's term which expires on March 31, 2014. Motion was seconded by Eric Carlson, and unanimously adopted, with David Wood abstaining from voting.

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



Nancy Lane, Clerk to the Board

Approved:

