

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
June 4, 2012

The Cherokee County Tourism Development Authority met at 3:00 p.m. on June 4, 2012 at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, David Wood, Eric Carlson, Karen Nash and Phylis Blackmon. Members absent were Candy Roberts, Gil Hargett and Danny Slucher. 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.

Callie Moore asked that the agenda be adopted. After discussion, Phylis Blackmon made a motion to leave the the Ugo Tour presentation as shown on the agenda but to allow public comment immediately following and to add marketing to the agenda. Motion was seconded by Eric Carlson, and unanimously adopted to accept the agenda as amended.

After a motion by David Wood, seconded by Eric Carlson and unanimously adopted, the minutes of the May 7, 2012 meeting were approved as amended.

Callie Moore reported that Candy Roberts had emailed a financial report indicating that the Cherokee County Chamber had submitted a request for reimbursements of \$15,198.84 and the Andrews Chamber requested reimbursements of \$1,498.81.

The next item on the agenda was a report on the Canoe Freestyle World Championship. Gil Hargett had emailed copies to the Board of invitations he had sent to several travel writers.

The Mountain Lakes Board of Realtors presentation has been tabled.

Karen Nash stated that she has prepared a draft of a letter to be sent to owners of rentals who are to be collecting occupancy tax. This item will be placed on the July agenda.

Ugo Tours made an additional presentation regarding their mobile app, and Dana Luther, from Horseshoe Creek Riding Stables, made a statement about her experiences in working with Ugo Tours. Callie Moore said the TDA is still working through budget issues and is not in a position to spend such a significant amount of money at this time. Phylis Blackmon made a motion that we consider local vendors before we commit to a mobile app. The motion died for lack of a second.

The next item on the agenda was the bridge from the DOT rest area to the Cherokee County Heritage Park. After discussion it was decided that Callie Moore will draft a letter to DOT asking that the bridge movement be added to the proposed comprehensive plan.

The next item on the agenda was signage cost estimates for points of interest. After discussion, Eric Carlson made a motion to approve a \$1,000 budget for signage, seconded by Karen Nash, and unanimously adopted.

The next item on the agenda was a letter to DOT regarding signage in Northwestern Cherokee County. David Wood stated that the mapping office is helping to draft the letter.

The next item on the agenda was funding for the Welcome/Visitors' Center(s). Eric Carlson went over a proposed restated budget. After thorough discussion, motion was made by David Wood to approve the amended proposed budget, seconded by Eric Carlson, and unanimously adopted.

The next item on the agenda was the Event Grant Program. After discussion, this item was tabled until the July 2012 meeting.

At the suggestion of Eric Carlson, Phylis Blackmon will present a draft marketing plan at the July meeting. Phylis Blackmon and Callie Moore will listen to a presentation from Visit NC then a decision will be made for the best choices for advertising.

Eric Carlson suggested that the July meeting be moved to July 9<sup>th</sup> due to the 4<sup>th</sup> of July holiday. Everyone agreed with the suggestion.

Callie Moore stated that Danny Slucher has resigned. There was discussion about the commissioners filling the slot. A motion was made by David Wood for Callie Moore to email Maria Hass, asking her to place an ad. The applicant must be someone who collects occupancy tax and lives or works in Cherokee County. The motion was seconded by Eric Carlson, and unanimously adopted.

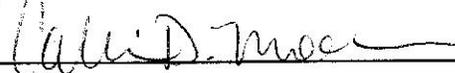
Callie Moore stated that the Graham County tourism board has the same questions that we have. She suggested a joint meeting with other county to talk. It was decided to invite them to our August meeting for a joint discussion.

During the public forum, Aurelia Stone stated that the Heaven Saints (a motorcycle club) would be coming to our area June 17<sup>th</sup> for 4-5 days. She suggested we make this area motorcycle friendly.

There being no further business, David Wood made a motion to adjourn, seconded by Eric Carlson, and unanimously adopted

  
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Nancy Lane, Clerk to the Board

Approved:

  
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