

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
May 7, 2012

The Cherokee County Tourism Development Authority met at 3:00 p.m. on May 7, 2012 at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Callie Moore, David Wood, Gil Hargett, Eric Carlson and Phylis Blackmon. Members absent were Candy Roberts, Karen Nash and Danny Slucher. Guests present were Bob Ferreira, Leia Hayes, Dana Luther, Jon Menick and Loraine Bennett. 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.

Motion was made by Phylis Blackmon, seconded by Eric Carlson, and unanimously adopted to accept the agenda as amended.

After a motion made by Gil Hargett, seconded by David Wood and unanimously adopted, the minutes of the April 26, 2012 meeting were approved as amended.

Callie Moore reported that Candy Roberts had emailed a financial report indicating very little change since the previous report on April 26, 2012, and that it appears that we are on track for the \$125,000.00 budgeted for the year.

The next item on the agenda was a report on the Canoe Freestyle World Championship. Gil Hargett presented a copy of a sample letter to Andy John and other writers to be invited. After discussion it was decided that the two best target areas would be Birmingham and Nashville. Gill Hargett will follow up with creating and mailing letters.

The next item on the agenda was a discussion of additional signage that is needed denoting recreation access and points of interest. David Wood is to create a list of needed signs and provide the list to the 911 Addressing Office in order to obtain the costs denoting recreation access and points of interest. Mr. Wood is to provide that information to the Board, then draft a letter for Board approval, asking DOT to erect signs at key locations in Western North Carolina.

Eric Carlson will follow up with Karen Nash regarding a presentation to the Mountain Lakes Board of Realtors concerning the collection of occupancy taxes.

Leia Hayes and Dana Luther from Horseshoe Creek Riding Stable voiced their concern on the rumored closing of the Cherokee County Chamber Welcome Center. They stated that 70% of their business is directed to them by that Welcome Center. They also were disappointed that for the first time since 1996 a Cherokee County ad would not be in the 55th Annual Western North Carolina Wagon Train magazine. After some discussion, motion was made by Gil Hargett, seconded by David Wood and unanimously approved for a \$120.00 ad to be purchased by the TDA, with the Welcome Center contact information.

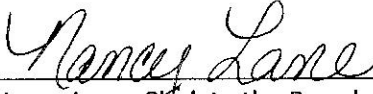
Jon Menick, Creative Partner of Ugo Tour, made a presentation regarding their mobile app for smartphones. The upfront cost is \$11,000.00 and Mr. Menick suggested an additional \$1,000.00 for an in depth social media learning program to make the process more successful. The Ugo algorithm will be improved on May 15, 2012. The matter was tabled until a future date.

The next item on the agenda was the Event Grant Program. This topic was tabled until the June meeting.

There was a discussion about relocating an unused bridge from the Nantahala Outdoor Center to the Heritage Park in Andrews. David Wood will obtain additional information. No action was taken at this time.

The next item on the agenda was a discussion of funding for the Welcome/Visitors Centers. Although there was discussion, no action was taken and the item was tabled until the June meeting. Eric Carlson was given the action item to bring a revised draft budget to that meeting.

There being no further businesses, the meeting was adjourned.



Nancy Lane, Clerk to the Board

Approved: