

Minutes of
Cherokee County
Tourism Development Authority
April 26, 2012

The Cherokee County Tourism Development authority met at 10:00 a.m. on April 26, 2012 in the County Annex building on Peachtree Street Murphy.

Members in attendance:	David Wood	Eric Carlson	Karen Nash
	Phylis Blackmon	Callie Moore	Gil Hargett
Members absent:	Danny Slucher		
Guests:	Lillian Threlkeld	Erica Wood	Bob Ferreira
	Josh Carpenter		

The meeting was called to order by Eric Carlson, followed by a moment of silence and pledge to the flag.

Phylis motioned that minutes be accepted as presented, seconded by Callie; the motion passed. Phylis requests that a note be added to minutes, a correction of information reported correctly but not factually correct: in the next to last paragraph the minutes state that an item was "posted in newspaper". That statement is incorrect. No notice was posted in the newspaper.

It was requested that there be a set time each month for board meetings. The decision was for the first Monday of the month at 3:00 p.m.

Following a brief discussion of the upcoming kayaking event, Lillian was asked to type out a list of targeted media outlets and email them to the board and to bring in the sports magazines previously collected. Callie made a motion that an invitation letter drafted by Gil is to be mailed to selected target media. Karen seconded and the motion passed unanimously. It is suggested that letters be mailed in tiers, sorted by perceived priority.

Callie Moore presented a draft TDA budget for consideration as a starting point. There was discussion about several points in the budget, some items that would be one-time expenses and others that involved support or lack support for visitor center/s. David Wood made a motion to proceed with the proposed \$125,000 budget. Gil seconded. Vote was 4 yes, 1 no, and 1 abstain.

Further discussion and consideration for developing a visitors center at the NCDOT Rest Area in Andrews was tabled until a future meeting following a motion by David Wood and a second by Gil and a vote of 4 yes, 2 no.

Lillian made a request for funds to support a proposed hot air balloon festival in Andrews scheduled for June 2, 2012. Karen motioned to allot \$6000 for the event, but due to a lack of a second the motion failed. Callie made a motion for \$2000 for the event. The motion was seconded by Gil. Motion carried.

Callie suggested that it is time for annual election of officers on the board. Nominations were Callie for Chairperson, Karen for Vice Chair and Phylis to continue as Secretary. Motion to accept this slate of officers was made by Phylis and seconded by David. All agreed.

During public forum Bob Ferreira presented information from a Tourism Resource Assistance Center meeting held in Bryson City on 18th of April. He suggests TDA consider hiring a professional photographer for film promotion for Cherokee County; have LGA people evaluate media; invite Wally

Wazan from NC Welcome Centers and Lynn Menges as keynotes for free advice on ways to proceed for success in promoting tourism in Cherokee County.

-- David suggests a county wide photo contest with prizes.

Lillian announces she has accepted a new job and will be leaving the Andrews visitors center and no longer assisting with taking minutes at meetings. Candidates are being interviewed for manning the Andrews visitors center through the June 30th agreement with the TDA. Phylis recommends Nancy Lane from her staff to take minutes in future meetings. David motions, Karen seconds and Nancy is accepted as replacement TDA assistant staff for meetings.

Karen motions to adjourn, seconded by David, vote is unanimous.

Minutes prepared by Lillian Threlkeld,
Corrections from meeting made by Phylis Blackmon



Phylis J. Blackmon

APPROVED:


