

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
September 9, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on September 9, 2013 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Phylis Blackmon, Steve Dickey and David Wood. Absent were Karen Nash and Candy Roberts. Also present were Sherry Dukes, Mary Anne Baker, Anthony ElKhoury, Guerry Norwood, Mark Dowe and Andrew DeLuna.

The meeting was called to order by Margaret DeLuna, Chair, after which there was a moment of silence and the pledge of allegiance.

Motion was made by Phylis Blackmon, seconded by Aurelia Stone, and unanimously adopted, to approve the agenda as amended.

After motion made by Aurelia Stone, seconded by David Wood and unanimously adopted, the minutes of the August 5, 2013 meeting were approved as amended.

Ms. DeLuna reported that the financial statements will be emailed to the members.

Since no representative from Andrews Police Pals was present in order to re-present their pending mini-grant application, the application was dropped from consideration.

Sherry Dukes, from the Blue Ridge Highlander, made a presentation regarding the annual renewal of the partnership between the TDA and the Blue Ridge Highlander in their online magazine. Motion was made by Aurelia Stone, seconded by Robin Sargent, and unanimously adopted to table the matter until the October meeting, giving the Board an opportunity review the online magazine.

After a discussion of the contract with Full Media for the development of a website, motion was made by Aurelia Stone, seconded by David Wood, and unanimously adopted to authorize Margaret DeLuna to sign the contract after it has been approved by Attorney Scott Lindsay and Finance Officer Candy Roberts.

The next item on the agenda was an update by Full Media regarding the forthcoming website. Guerry Norwood asked that a point person be designated that will provide

input from all TDA members to Full Media. Ms. DeLuna asked Robin Sargent to be that point person. It was the consensus of the group that the new URL should have a .com suffix rather than any of the other options.

Mary Anne Baker, owner of INNights Internet Marketing, presented a proposal to provide social media services for the TDA. There was also a discussion of her coordinating with Full Media to provide some of the photos for the website. After motion made by Aurelia Stone, seconded by David Wood, and unanimously adopted, the matter was tabled until the October meeting.

Ms. DeLuna stated that Karen Nash has resigned from the TDA and that the Assistant County Manager has advertised for persons to apply for the position. The matter is to appear on the October 7 agenda of the County Commissioners.


The next item on the agenda was marketing opportunities. Motion was made by Margaret DeLuna, seconded by Robin Sargent and unanimously adopted to not purchase an ad in the forthcoming Southern Highroads brochure. Motion was made by David Wood, seconded by Aurelia Stone and unanimously adopted to sponsor the 2013 Possum Drop in the amount of \$250.00.

Motion was made by Aurelia Stone and seconded by Phylis Blackmon to place an ad in the January issue of Blue Ridge Country, in the amount of \$1,600.00. The motion passed with a vote of four in favor of the motion, one opposed, and one who declined to vote.

Motion was made by Aurelia Stone, seconded by David Wood, and unanimously adopted to not participate on the Our State online newsletter. There was a discussion of the look and feel of the upcoming ad in the December issue of Our State magazine. It was the consensus of the group to not participate in Blue Ridge Parkway publications due to the distance between Cherokee County and the Parkway.

Aurelia Stone shared an invitation with the TDA members for a donor appreciation event at the Folk School on October 5.

There being no further business, the meeting was adjourned.



Phylis Blackmon, Secretary