

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
November 4, 2013

The Cherokee County Tourism Development Authority met at 2:00 p.m. on November 4, 2013 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Steve Dickey, Anthony El-Khoury and Phylis Blackmon. Absent were David Wood and Candy Roberts. Also present were Nancy Lane, who serves as Clerk to the Board, Andrew DeLuna, Jean Collins and Tony Gagliardi from the 2014 Harley Owner's Rally.

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 Anthony El-Khoury, and unanimously adopted, to approve the agenda as amended.

After motion made by Robin Sargent, seconded by Phylis Blackmon, and unanimously adopted, the minutes of the October 7, 2013 meeting were approved.

Margaret DeLuna stated that the Financial Report was not included on the agenda because at time the agenda was prepared the report was not available. Several members expressed a desire to have the financial reports available earlier.

The next item on the agenda was a website update by Robin Sargent. Mr. Sargent passed out information and announced that the URL registration is completed. The new URL is www.visitcnerokeecountync.com. A landing page will be created prior to the website going live to allow vendors to input information needed in order to be placed online. The information will then be routed to a Tourism Development Authority database where it will be reviewed and screened prior to allowing inclusion on the website. During discussion, Aurelia Stone suggested that guidelines be at the top of the landing page with specific descriptions of who qualifies and how they relate to tourism. She also suggested that a disclaimer be included. Robin Sargent will prepare a press release, ad or letter to the editor of both newspapers in addition to facebook announcements alerting the business community of the website.

The next item on the agenda was the 2014 Harley Owners' Group Rally. Jean Collins and Tony Gagliardi explained the workings of the upcoming 2014 Rally to begin in Cherokee County on September 3, 2014. Jean Collins stated that there were 600 registered participants in last year's rally. After discussion, Aurelia Stone made a motion to take \$2,000 from the ~~reserve account~~ ^{MD} for flyers to be sent to pre-registered participants, and for the rental of a large tent, tables, chairs, etc., upon receipt of an invoice. At the end of the event a statement of how funds were spent was requested. Phylis Blackmon seconded the motion which was unanimously adopted.

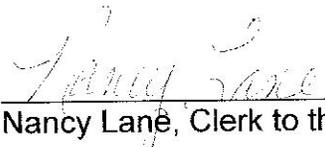
* USE OF FUND BALANCE

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The next item on the agenda was the Our State December 2013 ad. Ms. Blackmon reported that the ad had been submitted as approved.

During a discussion of marketing opportunities, it was decided that the TDA would not participate in the digital edition of the Blue Ridge Country January issue. Robin Sargent and Steve Dickey will check with our wedding venues to see if there is any interest in participating in the Points North Northside Bride publication. The board will make a decision at the December meeting.

There being no further business, the meeting was adjourned.



Nancy Lane, Clerk to the Board

APPROVED:

