

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
December 2, 2013

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

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Anthony El-Khoury, David Wood, Candy Roberts and Phylis Blackmon. Absent was Steve Dickey. Also present were Nancy Lane, who serves as Clerk to the Board, Andrew DeLuna, Callie Moore and Erica Wood.

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 Aurelia Stone, seconded by Robin Sargent, and unanimously adopted, to approve the agenda.

After motion made by Robin Sargent, seconded by Anthony El-Khoury, and unanimously adopted, the minutes of the November 4, 2013 meeting were approved as amended.

Candy Roberts reported that the State has approved the 2013 audit, but has requested an audit for April, 2011 through June, 2012. They will not release the 2013 audit until the new one has been completed. Ms. Roberts has received a contract price for the additional audit for \$4,200 rather than the earlier amount of \$5,000. After discussion, motion was made by Aurelia Stone, seconded by Robin Sargent, and unanimously adopted to approve \$4,200 for the additional audit.

Under Old Business, the ad and the coverage of the Folk School in the December issue of Our State magazine were presented by Phylis Blackmon. The invoice for the Our State December ad has been given to Candy Roberts for payment. Robin Sargent requested a calendar of when events and/or ads come up on an annual basis. Phylis Blackmon stated that an ad in the January issue of Blue Ridge Country, the annual NC State Travel Guide, the Smoky Mountain Host annual directory and the Possum Drop have been regular commitments in the past.

The next item on the agenda was a discussion of whether or not to advertise in the upcoming issue of Northside Bride. Robin Sargent reported that he had met with Hawkesdene House Mountain Retreat and they are fully booked through 2015. After discussion, motion was made by Aurelia Stone, seconded by Robin Sargent, and unanimously adopted to not participate in the publication at this time.

The next item on the agenda was an update on the website. Robin Sargent reported that 50 vendors have signed up so far with 15 to 17 pictures having been downloaded. The Cherokee Scout placed the information on their online breaking news section. Robin Sargent suggested placing a quarter page ad in both the Cherokee Scout and the Andrews Journal. The rate for the Andrews Journal is \$160.00 and the Cherokee Scout \$225.00. After discussion Robin Sargent made a motion, seconded by Aurelia Stone and unanimously passed, to commit to both ads with funds be paid from the website development fund. Anthony El-Khoury and Margaret DeLuna will create copy for ads.

It was agreed that TDA staff will focus on contacting appropriate vendors and encouraging them to submit their information to be listed on the site. A work session will be planned between the website developers and TDA.

After discussion regarding a dedicated telephone line for the Tourism Development Authority, a motion was made by David Wood, seconded by Aurelia Stone, and unanimously adopted to table the discussion.

David Wood made a motion that the monthly Tourism Development Authority meetings be changed to the second Monday of each month. Motion was seconded by Robin Sargent, and unanimously passed.

The next item on the agenda was the HRWC River Access public meeting with proposed projects. Callie Moore discussed various issues and distributed maps of current and proposed river access points.

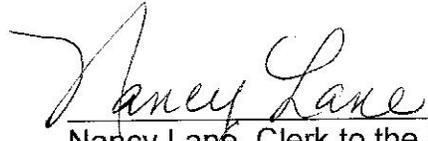
Ms. DeLuna discussed the 2014 strategic plan objectives to make sure everything was on track and made the following assignments: Robin Sargent will continue to work on the website. Aurelia Stone, Steve Dickey and Phylis Blackmon will handle the 2014 Harley Owner's Rally. Anthony El-Khoury and Phylis Blackmon will work together on marketing. David Wood will work on river access and signage.

Ms. DeLuna reported that the budgeted revenue of \$163,000.00 is running 5% - 10% more than anticipated, creating more funds that can be used.

The next item on the agenda was the proposed soccer field project with a "sports tourism" focus on booking tournaments. Ms. DeLuna spoke with Roddie Alt with Sports Tourism Soccer & Training program. He feels the Heritage Park location would work to build a soccer field. The current location is in Marble. Three holes of the Disc Golf course would need to be moved at the Heritage Park. They are also looking at the old hospital site. No action was taken.

Phylis Blackmon extended an invitation from Smoky Mountain Host to attend their annual meeting to be held December 10, 2013. Aurelia Stone felt that if anyone from the Tourism Development Authority wanted to attend the cost should be paid by the Authority.

There being no further business, David Wood made a motion to adjourn, seconded by Aurelia Stone and unanimously adopted.



Nancy Lane, Clerk to the Board

APPROVED:



1/13/14