

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
February 10, 2014

The Cherokee County Tourism Development Authority met at 2:00 p.m. on February 10, 2014 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Phylis Blackmon and Steve Dickey. Absent were Anthony El-Khoury, David Wood and Candy Roberts. Also present were Nancy Lane, who serves as Clerk to the Board, Andrew DeLuna, Eric Carlson, Ann Tatum, Callie Moore, Guerry Norwood and Cal and Janet Stiles.

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

After discussion, motion was made by Phylis Blackmon, seconded by Robin Sargent, and unanimously adopted, to approve the agenda as amended.

After motion by Robin Sargent, seconded by Aurelia Stone, and unanimously adopted, the minutes of the January 13, 2014 meeting were approved.

The next item on the agenda was a special presentation of the Cherokee County Tourism Website by Guerry Norwood of Full Media. After discussion, it was determined that all suggestions and/or changes would be emailed to Nancy Lane who would in turn send them to Full Media. Robin Sargent made a motion to set March 1st as the launch date, the motion being seconded by Aurelia Stone and unanimously passing.

The grant program was the next item on the agenda. Two grants were submitted for the Board's review. Robin Sargent made a motion to approve the Hook Line and Beer event grant for \$1,000.00 pending receipt of an itemized budget, the motion being seconded by Aurelia Stone and unanimously passing. Robin Sargent also made a motion to approve the Chautauqua AVE application for \$1,000.00, the motion being seconded by Phylis Blackmon and unanimously passing.

The next item on the agenda was a Hiwassee River Watershed Coalition project update presented by Callie Moore. After discussion, Aurelia Stone made a motion to put signage (fishing and canoe) on the four-lane pointing to the Gill Hargett access point. The motion was seconded by Robin Sargent and unanimously adopted. Aurelia Stone also made a motion to install signage on Highway 64 East at Mission Road, and on Mission Dam Road, where the road splits off, giving direction to the Mission Dam access. The motion was seconded by Steve Dickey and unanimously adopted.

The next item on the agenda was a request to replace the 12-year old copier owned by the TDA. Phylis Blackmon compared various copiers, their operational costs and service agreements as instructed at the January meeting. In addition, Mrs. Blackmon provided quotes for the outsourcing of the printing of brochures. Robin Sargent made a motion that the Tourism Development Authority not purchase a copy machine but rather the Tourism Development Authority create and print a four color multi-page booklet that includes the materials currently being copied, with the booklet being professionally formatted and typeset. Steve Dickey

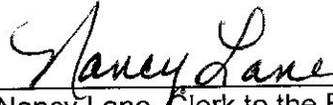
seconded the motion. The motion passed, with three voting in favor of the motion and two voting against the motion.

The next item on the agenda was an update from the marketing committee. Mrs. Blackmon reported that she and Anthony El-Khoury had met to discuss a marketing plan and that he is doing additional research on the possibility of outdoor advertising. She stated that they would make a full report at a future meeting. After discussion, Steve Dickey made a motion to pay \$120.00 for a half page ad in the 2014 Wagon Train brochure, the motion being seconded by Aurelia Stone and being unanimously adopted.

Aurelia Stone made a motion to table the discussion of payroll consistency at Visitor's/Welcome centers, which was the next item on the agenda. The motion was seconded by Steve Dickey and unanimously adopted.

Steve Dickey made a motion to set the March meeting and subsequent meetings to begin at 3:00 p.m. at the Cherokee County Courthouse. The motion was seconded by Aurelia Stone and unanimously adopted.

There being no further business, Aurelia Stone made a motion to adjourn, which was seconded by Steve Dickey and unanimously adopted.



Nancy Lane, Clerk to the Board

APPROVED:

