

Minutes of  
Cherokee County  
Tourism Development Authority  
May 12, 2014

The Cherokee County Tourism Development Authority met at 3:00 p.m. on April 12, 2014 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Joan Posey Neumann, Anthony El-Khoury and Aurelia Stone. Absent were Candy Roberts, Robin Sargent, Cal Stiles and Steve Dickey. Also present were Nancy Lane, who serves as Clerk to the Board, Phylis Blackmon, Bertha Guffey and Mr. Burris.

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 Anthony El-Khoury, seconded by Joan Posey Neumann, and unanimously adopted to approve the agenda as amended.

After motion by Aurelia Stone, seconded by Joan Posey Neumann, and unanimously adopted, the minutes of the April 14, 2014 meeting were approved. After motion by Joan Posey Neumann, seconded by Anthony El-Khoury, and unanimously adopted, the minutes of the April 25, 2014 special called meeting were approved. After motion by Anthony El-Khoury, seconded by Joan Posey, and unanimously adopted, the minutes of the May 5, 2014 minutes were approved.

After discussion Aurelia Stone made a motion to move \$400.00 from tourism promotion and place in website research and development. Motion was seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was the Grant request from the Andrews Heritage Festival. Motion was made by Aurelia Stone to approve a \$500.00 grant. Motion died for lack of a second. After discussion Anthony El-Khoury made a motion to fund \$750.00 rather than the full \$1,000 request, motion being seconded by Joan Posey Neumann and adopted. Margaret DeLuna abstained from the discussion regarding the grant since she is on the Andrews Board.

The next item on the agenda was the website videos. Ralph Robinson provided a sample video which was given to the Board for review.

The next item on the agenda was a request to pay Mary Ann Baker, of INNsignts \$400.00 for additional pictures thru the end of the calendar year for the face book page. Aurelia Stone made a motion to pay \$400.00 for additional pictures if Mary Ann Baker would provide pictures for the remaining calendar year, motion being seconded by Joan Posey Neumann and unanimously passing.

Billboard update was provided by Anthony El-Khoury. Billboard will run from May 25, 2014 thru August 16, 2014. Photograph for the billboard was provided by Greg Mimbs. Aurelia Stone made a motion to pay Greg Mimbs \$200.00 for usage of the picture featured on the billboard. Motion was seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was the Hog Rally update to be held in September. Margaret DeLuna questioned the liability to the county since the Tourism Development Authority is sponsoring a tent in which alcohol will be consumed. Aurelia Stone stated that the Hiwassee River Watershed Coalition will have a separate tent and will be selling beer. Mrs. Stone also stated that they have insurance. Since food will be served under the Tourism Development Authority tent there is a possibility that beer will be brought into that tent. After discussion it was determined that more information was needed regarding alcohol consumption under a county provided tent.

The update on budget and strategic plan committees and workshop reminder was the next item on the agenda. The meeting will be held on May 20<sup>th</sup> at 1 p.m. for the 2014-2015 budget and strategic plan.

Under new business, the Murphy Visitor Center update and items needed to go forward were discussed. The Lease will be signed at 3:00 p.m., signage was approved by the Board and liability insurance quotes will be obtained. Motion was made by Aurelia Stone to approve a purchasing card in the amount of \$300.00 for the Manager to purchase necessary items for the Murphy Visitor Center. Motion was seconded by Joan Posey Neumann and unanimously adopted. Aurelia Stone also made a motion that the 4x16 sign cost for the Murphy Visitor Center be taken from directional signage, motion being seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was the press release. When the lease is signed the new address of 20 Tennessee Street will be added to the release and Margaret DeLuna will forward to the local newspapers.

On June 11, 2014 all TDA items will be picked up from the Chamber of Commerce. Discussion on the best use of the digital sign will be covered at a later date.

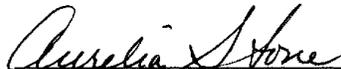
The next item on the agenda was the resolution by the commissioners to reopen Hanging Dog campground. After discussion Aurelia Stone made a motion that the TDA not endorse the resolution, motion being seconded by Joan Posey Neumann and unanimously adopted.

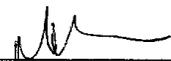
The next item on the agenda was consideration of Trip Advisor to be included in the strategic plan and budget. Mrs. Stone added to the agenda that possibly the Murphy Hospitality group could share one half of the expense with the Tourism Development Authority with each owning one half of the page for members. In discussion, Mrs. Stone stated that the Hospitality Association was not a Cherokee County Chamber committee but totally separate. Mrs. Stone also stated that if Andrews wanted to be a part of the group they could pay for their portion. Mrs. DeLuna suggested that the Tourism Development Authority pay the full price and have 100% ownership of the page to avoid conflict and allow anyone in the County to be listed on the page. After discussion no action was taken.

The next item was a visitor guide promoting entire county w/maps and articles. After discussion no action was taken.

During public forum, Phylis Blackmon discussed the offer from the Vice President of an outdoor TV program requesting funds to film in our area. After discussion no action was taken.

There being no further business, Anthony El-Khouri made motion to adjourn, motion being seconded by Joan Posey Neumann and unanimously adopted.

  
Secretary

  
Approved