

Minutes of
Cherokee County
Tourism Development Authority

July 14, 2014

The Cherokee County Tourism Development Authority met at 2:00 p.m. on July 14, 2014 at the Cherokee County Court House.

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

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 Anthony El-Khoury, seconded by Robin Sargent, and unanimously adopted to approve the agenda.

Motion was made by Robin Sargent, seconded by Joan Posey Neumann, and unanimously adopted to approve the June 9, 2014 minutes.

Margaret DeLuna reported that the Financial Statement would be emailed to each Board member once Candy Roberts completed the year-end postings.

The next item on the agenda was an update of the Andrews and Murphy Visitor Centers. Nancy Lane reported that no grants had been received for the July meeting. Facebook and website updates were provided along with visitor numbers and statistics. A Policy and Procedure manual had been previously emailed to the Board for review. Motion was made by Robin Sargent, seconded by Anthony El-Khoury, and unanimously adopted to approve the Policy and Procedure manual as presented. A request was made for \$279.00 plus tax to cover printing costs for 1500 copies of the Cherokee County Museum and Tusquitee Outdoors brochures. These brochures will be divided between the Andrews and Murphy Visitor Centers. Motion made by Robin Sargent, seconded by Joan Posey Neumann, and unanimously adopted to approve the printing of these brochures.

The next item on the agenda was the 2014 NC State H.O.G. Rally, to be held September 3, 2014. Margaret DeLuna questioned the payment of \$2,000.00 on December 5, 2013 when the minutes of the November 4, 2013 meeting specifically stated that the funds would be used to send pre-registered participants flyers and for the rental of a large tent, tables, chairs, etc., upon receipt of an invoice. Mrs. DeLuna spoke with Jean Collins, Rally Coordinator, on July 14, 2014 during which time Ms. Collins reported that no flyers had been mailed to pre-registered participants. She stated that the Cherokee County Chamber of Commerce would be providing bags containing information to participants. Because \$500.00 was listed on the paid invoice to help cover postage costs, it was suggested that those funds be reimbursed back to the Tourism Development Authority. Discussion will continue during the August 11, 2014 meeting.

The next item on the agenda was Trip Advisor. After discussion Anthony El-Khoury made a motion to commit no more than \$17,000.00 to Trip Advisor for Andrews and Murphy, after having Mary Anne Baker attend the August 11, 2014 meeting to explain anticipated costs and yearly maintenance. Motion was seconded by Robin Sargent and unanimously adopted.

The next item on the agenda was the Visit Cherokee County NC brochure or publication with maps. After discussion it was decided to begin gathering information that would be placed in a new visitor guide and meet with David Brown to follow up on his proposal to combine his publications with the Tourism Development Authority to generate a visitor guide.

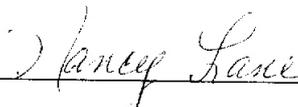
The next item on the agenda, under New Business, was the strategic plan/mountain culture historical building brochure and legends update. Margaret DeLuna discussed her meeting with the historical committee for both Andrews and Murphy along with Jon Fleischer from the Cherokee County Paranormal Society. After discussion Robin Sargent made a motion to award \$1,600.00 to be used for the printing of a 2500 brochure, motion being seconded by Joan Posey Neumann, and unanimously adopted.

The next item on the agenda was the ad placement for the NC Travel Guide, Blue Ridge Country and the Blue Ridge Digest. After discussion, a motion was made by Joan Posey Neumann, seconded by Steve Dickey, and unanimously adopted to place an ad in the gate fold edition of the 2015 Travel Guide not to exceed \$8,500.0. It was decided to postpone a decision for the Blue Ridge Country ad. The deadline is August 29, 2014 giving time for discussion during the August 11, 2014 meeting. After motion by Anthony El-Khoury, seconded by Joan Posey Neumann, and unanimously adopted, it was agreed that \$168.00 would be paid to the Blue Ridge Digest for placement in their Fall, Summer and Winter 2015 editions.

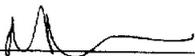
The last item on the agenda was the Payne Street boat launch signage. This item was moved to the August 11, 2014 meeting.

It was the consensus of the Board members to move the meeting times to 3:00 p.m.

There being no further business, Steve Dickey made a motion to adjourn, motion being seconded by Joan Posey Neumann and unanimously adopted.



Clerk to the Board



Approved by Chair