

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
April 14, 2014

The Cherokee County Tourism Development Authority met at 3:00 p.m., on April 14, 2014 at the Cherokee County Courthouse.

Members present were Margaret DeLuna, Robin Sargent, Aurelia Stone, Anthony El-Khoury, Joan Posey-Neumann, and Cal Stiles. Absent were Candy Roberts and Steve Dickey. Also present were Nancy Lane, who serves as Clerk to the Board, Andrew DeLuna, Bertha Guffey, Mary Ann Baker, Ralph Robinson, Douglas Clement, Charlie Kissling, Nancy Curtis, Tammie Johnson, Phylis Blackmon 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.

Mrs. DeLuna read the mission and vision statement and goals of the Tourism Development Authority and will add the statement to all of the Tourism Development Authority agendas in the future.

Margaret DeLuna welcomed newly appointed Board members, Joan Posey Neumann and Cal Stiles and also acknowledged Aurelia Stone and Anthony El-Khoury who were recently re-appointed to the Board. Mrs. DeLuna also asked for corrections or changes to the contact information sheet previously emailed to the Board.

After discussion, motion was made by Robin Sargent, seconded by Joan Posey Neumann, and unanimously adopted, to approve the agenda.

After motion by Aurelia Stone, seconded by Robin Sargent, and unanimously adopted, the minutes of the March 10, 2014 meeting were approved.

The next item on the agenda was Election of Vice Chair and Secretary. After discussion, Aurelia Stone made a motion to appoint Anthony El-Khoury as Vice Chair, motion being seconded by Cal Stiles but appointment respectfully declined by Anthony El-Khoury. Robin Sargent, made a motion to elect Cal Stiles as Vice Chair, motion being seconded by Anthony El-Khoury, and unanimously adopted. Cal Stiles then made a motion to elect Aurelia Stone as Secretary, motion being seconded by Robin Sargent and unanimously adopted.

The Financial Report was the next item on the agenda. It was suggested that the County Finance Officer, Candy Roberts, prepare a report dividing area hotel monies from cabin rental monies. After discussion, no action was taken regarding the presented financial report.

Under unfinished business, Aurelia Stone made a motion to submit the grant cover letter, after edits, and the grant application to Maria Hass for placement on the County Tourism Development Authority website. Mrs. Stone will also prepare a press release announcing the grant program.

The next item on the agenda was a presentation by Ralph Robinson concerning website videos. After discussion it was decided that Mr. Robinson would work up a short snippet to be presented during the next meeting.

The next item on the agenda was Face Book target advertising with a presentation by Mary Ann Baker and Anthony El-Khoury. After discussion motion was made by Robin Sargent to fund a Face Book campaign up to \$2,000.00 with funds coming out of the marketing budget for the 2013/2014 budget year. Motion was seconded by Aurelia Stone and unanimously adopted.

Billboard update was the next item on the agenda. After discussion, a motion was made by Aurelia Stone to turn over the completion of the billboard to Anthony El-Khoury, with follow-up to the board, motion being seconded by Robin Sargent, and unanimously passing.

Charlie Kissling from Southern Appalachian Family Farms (SAFF) was next on the agenda. After discussion, Robin Sargent made a motion to fund Southern Appalachian Family Farms (SAFF) with \$1,000.00 from Mountain Culture, to help produce brochures, while requesting that receipts and attendance numbers for farm tours be presented to the Board when tours are finished. Motion was seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was winery road signage. Mr. Douglas Clement presented his suggestions in helping our local wineries with signage. After discussion, Aurelia Stone made a motion to fund one half of the 911 cost for the wineries that apply through the NC Extension Service. Robin Sargent seconded the motion, which was unanimously adopted.

The next item on the agenda was the bumper/cling sticker update for use in Welcome/Visitor's centers and mail outs. After discussion, Robin Sargent made a motion to fund for 1000 stickers, the motion being seconded by Margaret DeLuna but failed to pass with two in favor and three opposed.

Under New Business, a workshop date of Tuesday, May 20th at 1 p.m. was scheduled as well as the following committees. Event/Grant committee will be Aurelia Stone and Cal Stiles. Marketing Committee will be Anthony El-Khoury, Robin Sargent and Joan Posey Neumann. Budget Committee will be Margaret DeLuna, Robin Sargent and Cal Stiles. Strategic Plan Committee will be Aurelia Stone and Steve Dickey.

The next item on the agenda was to set a Tourism Development Authority Expense Reimbursement Policy. After discussion Robin Sargent made a motion to adopt, as attached, the

TDA Expense Reimbursement policy. Motion being seconded by Cal Stiles, and unanimously adopted.

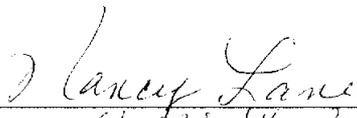
No action was taken on item #18 of the agenda.

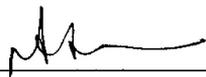
The next item on the agenda was the visitor breakdown by location updated monthly and sent to the board. After discussion no action was taken.

The next item on the agenda was the tax inserts for collection of occupancy taxes, same notice as last year. After discussion Aurelia Stone made a motion to include the inserts and pay any printing charges incurred. Anthony El-Khoury seconded the motion which was unanimously adopted.

No one spoke during the public forum.

There being no further business, motion was made by Robin Sargent, seconded by Anthony El-Khoury, and unanimously adopted to adjourn.


Secretary *Clerk to the Board*


Approved

Date: 10/16/14