

Minutes of
Cherokee County
Tourism Development Authority
Special Meeting
December 12, 2014

The Cherokee County Tourism Development Authority met at 10:30 a.m. on December 12, 2014 at the Murphy Visitor Center.

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

The meeting was called to order by Margaret DeLuna, Chair.

The first item on the agenda was a vote to determine where the monthly TDA meetings would be held. Motion was made by Cal Stiles to hold Tourism Development Authority meetings at the Murphy Visitor Center, seconded by Anthony El-Khoury, and unanimously adopted.

The next item on the agenda was a discussion concerning the video prepared by Ralph Robinson covering the Town of Murphy. Aurelia Stone made a motion to have Ralph Robinson be the Tourism Development Authorities primary videographer. Also in the motion, that he create two more videos not to exceed \$1,000.00 for both. Motion was seconded by Cal Stiles, and unanimously adopted.

Aurelia Stone covered the next item on the agenda which was upcoming advertising opportunities and deadlines. Mrs. Stone discussed the Smoky Mountain Host #Get Social button. For \$500.00 per year, the Tourism Development Authority may submit specific destinations (hashtags) that will be loaded into the hub for Smoky Mountain Host. When people go to the Smoky Mountain Host website and click on the #GetSocial button, our hashtags will be displayed with the most current content showing at the top. Mary Anne Baker is the manager of this program for Smoky Mountain Host. After discussion, Aurelia Stone made a motion to participate by paying \$500.00, motion being seconded by Joan Posey Neumann, and unanimously adopted.

Also under advertising opportunities and deadlines, Josh Carpenter presented an advertising proposal from a publisher of the Professional Sports year book. The proposal was for a full page ad in the Peach Bowl program for \$5,000.00 rather than the original \$30,000.00 cost. After discussion, Aurelia Stone made a motion to participate. Motion died due to lack of a second.

Aurelia Stone asked the Board if the Hospitality Association could place an ad on the Murphy and Andrews Trip Advisor pages and what the cost would be. Nancy Lane will talk with Mary Anne Baker and report back to the Board.

Cal Stiles made a motion to go into Executive Session, with motion being seconded by Joan Posey Neumann. After discussion, no action was taken. Anthony El-Khoury made a motion to end executive session, with motion being seconded by Joan Posey Neumann and unanimously adopted.

The last item on the agenda was the public forum. Janet Stiles said "you can't improve on such a sweet place", referring to the Murphy Visitor Center's current location at 20 Tennessee Street.

There being no further business, motion was made by Margaret DeLuna to adjourn, motion being seconded by Aurelia Stone and unanimously adopted.


Clerk to the Board


Approved