

Minutes of  
Cherokee County  
Tourism Development Authority  
November 10, 2014

The Cherokee County Tourism Development Authority met at 2:00 p.m. on November 10, 2014 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles, Anthony El-Khoury and Robin Sargent. Absent were Aurelia Stone, Candy Roberts and Steve Dickey. Also present were Nancy Lane, who serves as Clerk to the Board, Stevin Westcott and Karen Rogers from the USFS, Phylis Blackmon, Janet Stiles, Barbara Hughes and Price Stiles.

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 Robin Sargent, seconded by Cal Stiles, and unanimously adopted to approve the agenda after revision.

Motion was made by Cal Stiles, seconded by Joan Posey Neumann, and unanimously adopted to approve the October 13, 2014 minutes.

Financial report was not available. No action was needed.

Nancy Lane gave the update for both the Andrews Visitor Center and Murphy Visitor Center in addition to Facebook, Trip Advisor and website analytics. No action was needed.

The next item on the agenda was the Historical Building brochure. The Brochure is completed and has been distributed to hotels, motels and B&B's in Cherokee County along with several other highly visited attractions. Each Board member received a copy.

After discussion, Robin Sargent made a motion, seconded by Joan Posey Neumann, and unanimously adopted to approve the creation of the new Visitor Guide by Digital Creations USA, for 10,000 copies, not to exceed \$5,000.00. Each Board member received the proposed content for review. The deadline for content approval by the Board will be ten (10) days from today. Cal Stiles also made a motion, seconded by Robin Sargent, to have Ron Johnson create the center fold map of Cherokee County at the cost of \$200.00, in addition to several large versions for display at the Visitor Centers.

The next item on the agenda was the approval of the four video's created by Stars Creative to be placed on the website. After discussion, Cal Stiles made a motion, seconded by Joan Posey Neumann, to approve the videos for placement on the website and when the Board has reviewed the finished videos, hold a consensus email vote to finalize the approval.

The next item on the agenda was the Fraud Questionnaire to be signed by each Board Member. No action was needed.

Cal Stiles made a motion to change the order of some items under New Business, motion being seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was the Smoky Mountain Host meeting to be held Tuesday, December 2, at Balsam Mountain Inn & Restaurant. Margaret DeLuna suggested that the regular Board meeting be replaced by the Smoky Mountain Host meeting. After discussion, Robin Sargent made a motion that the Tourism Development Authority

pay \$50.00 for each Board member to attend in addition to Nancy Lane. Motion was seconded by Cal Stiles and unanimously adopted. It was asked that Nancy Lane contact David Huskins for additional information.

The next item under New Business was the creation of a local Tombstone Marker and Historical Tour brochure. Barbara Hughes and Price Stiles requested funding to help promote the Tombstone & More Tour through printed media. After discussion, Cal Stiles made a motion for a rough draft and budget to be presented at the January meeting, motion being seconded by Robin Sargent and unanimously adopted.

Stevin Westcott and Karen Rogers from the USFS provided a power point presentation titled "Addition of trails and content from Cherokee County, NC to the Forest Trails Explorer". After discussion, Cal Stiles suggested further investigate into both the proposal and status of the Hanging Dog Campground be re-visited during the January 2015 Board meeting.

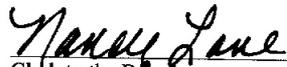
The next item on the agenda was the purchase of a flat screen TV, Blu-ray player and wall mount for the Murphy Visitor Center. This equipment will be used to feature video's throughout the day for visitors to view areas of Cherokee County. After discussion, Cal Stiles made a motion to spend no more than \$450.00, motion being seconded by Robin Sargent and unanimously adopted.

The last item on the agenda was the bond coverage for the Cherokee County Finance Officer, which is required by statute. After discussion, Robin Sargent made a motion to pay up to \$350.00 for bond coverage, motion being seconded by Anthony El-Khoury and unanimously adopted.

During the public forum, Phylis Blackmon requested that the Tourism Development Authority give one of the large maps of Cherokee County, created by Ron Johnson, to the Chamber of Commerce for display in the Welcome Center. Mrs. Blackmon also provided her opinion as to the USFS presentation agreeing with the Board in their decision to leverage our political help.

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

  
Approved

  
Clerk to the Board