

Minutes of
Cherokee County
Tourism Development Authority
March 9, 2015

The Cherokee County Tourism Development Authority met at 2:00 p.m. on March 9, 2015 at the Murphy Visitor Center.

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

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 Cal Stiles made a motion to add Western Carolina Lead Tourism conference to the agenda as item 5.5, motion seconded by Joan Posey Neumann and unanimously adopted.

Aurelia Stone requested "Promoting of the Board" be added under New Business as item #11.

Motion was made by Cal Stiles, seconded by Joan Posey Neumann, and unanimously adopted to approve the agenda after revision.

The next item on the agenda was the Financial Report. Margaret DeLuna presented the final expense from Sure Payroll for W2 preparation and FUTA covering the Murphy Visitor Center and Andrews Visitor Center employees for the year ending 2014. After discussion, Cal Stiles made a motion to approve reimbursement to the Cherokee County Chamber of Commerce for payment of \$205.60 for the Andrews Visitor Center and \$198.04 for the Murphy Visitor Center. Motion seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was the attendance for Western Carolina Lead Tourism conference to be held Tuesday, April 21st. After discussion, Cal Stiles made a motion that if any Tourism Development Authority representative wanted to attend, the Tourism Development Authority would pay the \$99.00 fee in addition to mileage. Motion was seconded by Aurelia Stone and unanimously adopted. Mrs. Blackmon asked if she could be included as part of the Tourism Development Authority representatives since she also represents Cherokee County. It was decided that by paying for someone who was not part of the Tourism Development Authority Board other individuals might also ask to be included. Cal Stiles requested that Margaret DeLuna contact Candy R. Anderson or Randy Wiggins for their opinion. Mr. Stiles did suggest that Mrs. Blackmon car pool with others that were planning to attend.

The next item on the agenda was the update for both the Murphy Visitor Center and the Andrews Visitor Center. Nancy Lane reported numbers of visitors, face book, trip advisor and website statistics for the month of February. Mrs. Lane also presented several advertising opportunities. After discussion, Aurelia Stone made a motion to table advertising opportunities to a later meeting, motion being seconded by Anthony El-Khoury and unanimously adopted. Mrs. Lane also provided an update for the new Tourism Development Authority brochure which should be ready for distribution by the end of March.

The next item on the agenda was the formal vote for the NC Smokies Visitor Guide Full page ad which was approved via email approval due to deadline date. Cal Stiles made a motion to approve funds, seconded by Anthony El-Khoury and unanimously adopted. After further discussion, Cal Stiles made the motion that for future ads, the Board would require 30 days to make a decision in order to give the

advertising committee time to review. Aurelia Stone seconded the motion which was unanimously adopted.

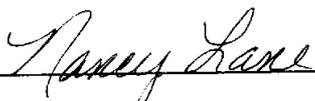
The next item on the agenda was the Our State Magazine advertising. After discussion, no action was taken.

The next item on the agenda was a discussion regarding next year's budget and strategic plan. Cal Stiles made a motion to hold a work session on April 9, 2015 from 5:00 pm until 7:00 pm., at the Murphy Visitor Center. Motion was seconded by Aurelia Stone and unanimously adopted.

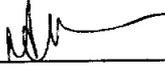
Under new business, Aurelia Stone suggested that we start promoting the Board by posting our meetings in the newspaper under Public Meeting Schedule, along with posting events.

The next item on the agenda was the public forum. No action was taken.

There being no further business, motion was made by Anthony El-Khouri to adjourn, motion being seconded by Cal Stiles and unanimously adopted.



Clerk to the Board



Approved