

Minutes of  
Cherokee County  
Tourism Development Authority  
February 9, 2015

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

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles and Anthony El-Khoury. Absent were Aurelia Stone, Robin Sargent, Steve Dickey and Candy Roberts Anderson. Also present were Nancy Lane, who serves as Clerk to the Board, Charlie Kissling, Christina Newhouse, Nancy Curtis, Eve Miranda and Phylis Blackmon.

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 Cal Stiles, and unanimously adopted to approve the agenda.

Motion was made by Cal Stiles, seconded by Anthony El-Khoury, and unanimously adopted to approve the January 12, 2015 and January 30, 2015 minutes.

After discussion and review of the finance report, Anthony El-Khoury made a motion to move \$4,200.00 from Tourism Promotion to Professional Services to cover audit expense.

The next item on the agenda was appointing Nancy Lane as Clerk to the Board to take minutes and to be the record custodian. Cal Stiles made the motion to appoint Nancy Lane as Clerk to the Board and to be record custodian, motion being seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was the update for both the Murphy Visitor Center and the Andrews Visitor Center. Nancy Lane reported numbers for visitors, face book, trip advisor and website for the month of January. No action was taken.

The final draft approval for the Cherokee County Tourism Development brochure was next on the agenda. After discussion, Cal Stiles made a motion to move forward with printing, seconded by Joan Posey Neumann and unanimously adopted.

The next item on the agenda was the cost and feasibility of Trip Advisor Banner ads for the Hospitality Group. After discussion, Cal Stiles made a motion that this be tabled for six months with the Board reevaluating after the six month period. Motion was seconded by Anthony El-Khoury and unanimously adopted.

The next item, under New Business, was the grant request for Earth Day. After discussion, Anthony El-Khoury made a motion to grant \$1,000.00 to the Town of Andrews for the Earth Week Celebration, motion being seconded by Joan Posey Neumann and unanimously adopted.

SAFF marketing for the Farm Tour was next on the agenda. After discussion, Anthony El-Khoury made a motion to award \$600.00 to help fund brochure design with stipulation that our logo, website link, phone

number and Facebook information would be added to the new brochure, motion being seconded by Cal Stiles and unanimously approved.

Marketing opportunities were next on the agenda. After discussion it was decided to table the Our State advertising until the advertising committee could research cost and results of ads. Cal Stiles made a motion to participate in the spring issue of Guest Quest at a cost of \$412.00 and summer issues of Guest Quest at a cost of \$795.00. Motion was seconded by Anthony El-Khoury and unanimously adopted.

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

Cal Stiles made a motion for the Board to move into Executive Session to discuss Visitor Center staff personnel evaluations. Motion seconded by Joan Posey Neumann and unanimously adopted. After discussion, Cal Stiles made a motion to return to open session, seconded by Joan Posey Neumann and unanimously adopted.

Cal Stiles made a motion to move Richard Hovey, according to the Cherokee County classification and pay plan, from grade 57 to grade 58. His motion also included moving Nancy Lane from grade 59 to grade 60. Motion was seconded by Joan Posey Neumann and unanimously adopted.

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

  
Clerk to the Board

  
Approved