

Minutes of
Cherokee County
Tourism Development Authority
September 14, 2015

The Cherokee County Tourism Development Authority met at 2:00 p.m. on September 14, 2015 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Cal Stiles, Steve Dickey, Anthony El-Khoury and Aurelia Stone. Absent was Sandra Daley. Also present was Nancy Lane, who serves as Clerk to the Board and Phylis Blackmon.

The meeting was called to order by Margaret DeLuna, after which there was a moment of silence and the pledge of allegiance.

Motion was made by Cal Stiles to approve the agenda with the addition of the WNC Lead Tourism conference being added under New Business. Motion was seconded by Anthony El-Khoury and unanimously adopted.

Motion was made by Anthony El-Khoury, seconded by Joan Posey Neumann, and unanimously adopted to approve the July 13, 2015 minutes.

The next item on the agenda was the financial report. After discussion, no action was taken.

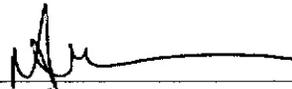
Nancy Lane provided updates for the Andrews and Murphy Visitor Centers to include the number of additional businesses to TripAdvisor and VisitNC.

The next item on the agenda was the TripAdvisor renewal for the Murphy and Andrews pages. After discussion, Cal Stiles made a motion to approve the renewal, seconded by Aurelia Stone and unanimously adopted.

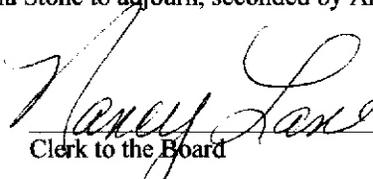
The next item on the agenda was marketing. After discussion Aurelia Stone made a motion to pay \$1,665.00 for two issues in the Blue Ridge Country Magazine, seconded by Cal Stiles and unanimously adopted. Aurelia Stone made a motion to pay \$100.00 for the area directory listing in five publications of SW North Carolina Vacation Guide, seconded by Anthony El-Khoury and unanimously adopted. Aurelia Stone made a motion to table a decision for Blue Ridge Highlander, seconded by Steve Dickey and unanimously adopted.

The next item on the agenda was the Western North Carolina Lead Tourism conference to be held November 10th, 2015 at the Western Carolina University in Cullowhee. Cal Stiles made a motion to pay \$99.00 plus mileage for any Tourism Development Authority Board member to attend, seconded by Anthony El-Koura and unanimously adopted.

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



Approved



Clerk to the Board