

Minutes of
Cherokee County
Tourism Development Authority
January 11, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on January 11, 2016 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Joan Posey Neumann, Steve Dickey, Sandra Daley, Aurelia Stone and Anthony El-Khoury. Absent was Cal Stiles. 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 Aurelia Stone to approve the agenda with the addition of a budget revision being added under the Financial Report. Motion was seconded by Anthony El-Khoury and unanimously adopted.

Motion was made by Aurelia Stone, seconded by Joan Posey Neumann, and unanimously adopted to approve the November 9, 2015 minutes.

The next item on the agenda was the Financial Report. After discussion, Anthony El-Khoury made a motion to approve the budget revision to move \$175.00 from Use of Fund Balance to Professional Services to cover the building inspection fee at 20 Tennessee Street. Motion was seconded by Aurelia Stone and unanimously adopted.

Nancy Lane provided updates for the Andrews and Murphy Visitor Centers. Number of visitors, website and Facebook statistics were reported.

After discussion, Aurelia Stone approved the reprint of 20,000 Tourism Development Authority brochures at a cost of \$5,900.00, also approving a budget amendment transferring \$6,000 from Fund Balance to Tourism Promotion for the sole purpose of reprinting the Tourism Development Authority Brochures. Motion was seconded by Anthony El-Khoury and unanimously adopted.

The reprinting of the River Walk brochures was tabled until a representative of Heritage Partners attends a meeting and makes a request for help with cost.

After discussion, Aurelia Stone suggested that Work Force Unlimited run an ad posting the position currently open at the Murphy Visitor Center. Pre-screening can be done by Work Force Unlimited prior to applications being given to the Manager for review.

Aurelia Stone made a motion for a letter be written to the Department of Transportation from the Board requesting that a room with a lockable door be added as part of their renovation plans at the DOT Rest Area/Andrews Visitor Center. Motion was seconded by Sandra Daley and unanimously adopted. Nancy Lane will prepare the letter for Margaret DeLuna's signature.

The next items on the agenda were marketing items. After discussion Aurelia Stone made a motion to participate in the Peaks and Valleys guide with a full page ad, located on the last page of the guide at a cost of \$1,095.00. Motion was seconded by Anthony El-Khoury and unanimously adopted. It was

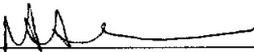
decided not to participate in the Country Roads Publication and to table a decision on the Blue Ridge Digest Promotions.

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

Anthony El-Khoury made a motion to go into Executive Session, motion being seconded by Steve Dickey and unanimously adopted. After discussion, no action was taken. Aurelia Stone made motion to end Executive Session, motion being seconded by Steve Dickey and unanimously adopted.

There being no further business, motion was made by Sandra Daley to adjourn, seconded by Joan Posey Neumann and unanimously adopted.


Clerk to the Board


Approved