

Minutes of
Cherokee County
Tourism Development Authority
April 11, 2016

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

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

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 possible date change for the May 2016 board meeting 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 March 14, 2016 minutes.

The next item on the agenda was the Financial Report. Margaret DeLuna reported that the Tourism Development Authority has a fund balance of \$79,295.43. No action was taken.

The next item on the agenda was a video presentation by Lee Bradshaw from One27media.com. After discussion, Aurelia Stone made a motion to add the cost of \$11,000.00 under Action Adventure for further discussion during the budget workshop. Motion was seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was a presentation by Lindsey Wilkes with ITI regarding a Facebook integrated calendar of event program. After discussion, Aurelia Stone made a motion to add the cost of \$16,000.00 under Tourism Promotion for further discussion during the budget workshop. Motion was seconded by Anthony El-Khoury and unanimously adopted.

Nancy Lane provided updates for the Andrews and Murphy Visitor Centers. Number of visitors, website analysis and Facebook statistics were reported. Signage directing visitors to the Andrews Chamber during the remodeling of the DOT facility was discussed. Cal Stiles will contact DOT for specifics and signage will be discussed at a later date after more research. Aurelia Stone did make a motion to spend up to \$200.00 for signage, motion being seconded by Steve Dickey and unanimously adopted. The Andrews Visitor Center is in need of maps representing the Andrews area. After discussion, Aurelia Stone made a motion for re-printing 1000 maps at a cost of \$1,150.00. Motion was seconded by Joan Posey Neumann and unanimously adopted.

Flooring for the Murphy Visitor Center was next on the agenda. After review and discussion, Aurelia Stone made a motion to accept the quote from Locust Trading Post in Andrews in the amount of \$2,537.84. Motion was seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was a service contract with Full Media. After discussion no action was taken.

Under New Business, Anthony El-Khoury made a motion to change the May 9 2016 board meeting to May 16, 2016. Motion was seconded by Steve Dickey and unanimously adopted. The next item on the agenda was the updated strategic plan review and proposed budget for 2016-2017. After discussion, Aurelia Stone made a motion to approve the proposed budget as presented. Motion was seconded by Cal Stiles and unanimously adopted.

No action was taken during public forum.

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

There being no further business, motion was made by Aurelia Stone to adjourn, seconded by Cal Stiles and unanimously adopted.



Clerk to the Board



Approved