

Minutes of  
Cherokee County  
Tourism Development Authority  
May 16, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on May 16, 2016 at the Murphy Visitor Center.

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

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 Anthony El-Khoury to approve the agenda, seconded by Cal Stiles and unanimously adopted.

Motion was made by Aurelia Stone, seconded by Anthony El-Khoury, and unanimously adopted to approve the April 11, 2016 minutes.

The next item on the agenda was the Financial Report and budget amendments. After discussion, Aurelia Stone made a motion to move \$2,000.00 from Action Adventure into Tourism Promotion, seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was a grant request from Cherokee County NC Mountain Crafters Festival, Inc. After discussion, Aurelia Stone made a motion to award \$500.00 to the Mountain Crafters, seconded by Margaret DeLuna, and unanimously adopted.

Consideration of One7media video, presented during last month's meeting was next on the agenda. After discussion, motion was made by Anthony El-Khoury, seconded by Steve Dickey and unanimously adopted to purchase the \$11,000.00 package for the creation of five (5) video's to promote Cherokee County NC.

The next item on the agenda was the ITI Digital Calendar. After discussion, motion was made by Aurelia Stone, seconded by Sandra Daley and unanimously adopted to table the interactive event calendar for the Tourism Development Authority website.

Nancy Lane provided updates for the Andrews and Murphy Visitor Centers. Number of visitors, website analysis and Facebook statistics were reported. Repairs to the board room were discussed. Cal Stiles asked Mrs. Lane to obtain two estimates for repairs and report findings at the June 13, 2016 board meeting.

Soccer field funding was next on the agenda. Roddy Alt, representing the Cherokee County Soccer League gave a long range planning presentation for facilities and sports tourism. After

discussion, motion was made by Cal Stiles, seconded by Anthony El-Khoury and unanimously adopted to give \$5,000.00 towards the planning for the facility.

The next item on the agenda was a request from the Hiwassee Valley Pool and Wellness Center for funding for additional tables, chairs and umbrellas. After discussion, Aurelia Stone made a motion requesting that the Director of the Hiwassee Valley Pool and Wellness Center, Ralph Robinson, provide a specific dollar amount for the requested items and present their request during the June 13, 2016 Board meeting. Motion being seconded by Anthony El-Khoury and unanimously adopted.

The last item under unfinished business was consideration for funding for the Cherokee County Saddle Club. Sarah Burrell gave a report on future improvements to the Nora Starks Memorial Horse Area site. Their request was for a block of six (6) stalls, with additional stalls being added later to meet demand. The approximate cost would be \$3,000.00 per 10x10 stall. Aurelia Stone suggested asking businesses to "Sponsor A Stall" or "Adopt A Stall" for \$3,000.00 and those donors would have their name on the stall they sponsored. A motion was made by Aurelia Stone to table further discussion until the June 13, 201 meeting giving the Saddle Club time to present actual plans and projected cost for the facility. Motion was seconded by Sandra Daley and unanimously adopted.

Under New Business, the Tourism Development Authority meeting dates were discussed. It was decided that the second Monday of each month would continue as the scheduled meeting dates.

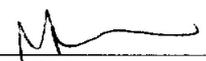
The next item on the agenda was the contract for the 2016 audit at a cost of \$4,200.00. After discussion, motion was made by Cal Stiles to approve the contract and cost, motion being seconded by Anthony El-Khoury and unanimously adopted.

The next item on the agenda was public forum. Phylis Blackmon stated that she agreed with the Board that purchasing a digital event calendar for the website was not a good idea.

Anthony El-Khoury made a motion to go into Executive Session, motion being seconded by Sandra Daley and unanimously adopted. After discussion, Anthony El-Khoury made a motion to end Executive Session, motion being seconded by Cal Stiles and unanimously adopted.

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

  
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Clerk to the Board

  
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Approval