

Minutes of
Cherokee County
Tourism Development Authority
June 13, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on June 13, 2016 at the Murphy Visitor Center.

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

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 Sandra Daley to approve the agenda, seconded by Anthony El-Khoury and unanimously adopted.

Motion was made by Anthony El-Khoury, seconded by Cal Stiles, and unanimously adopted to approve the May 16, 2016 minutes.

The next item on the agenda was the financial report. After discussion, motion was made by Joan Posey Neumann to move \$3,000.00 from the Murphy Visitor Center into the Andrews Visitor Center, seconded by Sandra Daley, and unanimously adopted. Anthony El-Khoury made a motion to move \$3,000.00 from Action Adventure into Tourism Promotion, seconded by Joan Posey Neumann, and unanimously adopted.

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. It was suggested by the board that Don Brunner be contacted to make needed repairs. Mrs. Lane made a request for more brochure holders for the Visitor Centers. After discussion, Sandra Daley made a motion to purchase necessary brochure holders at a cost of \$426.70, motion being seconded by Cal Stiles and unanimously adopted. The 2017 North Carolina Travel Guide early bird special was discussed. After discussion, Anthony El-Khoury made a motion to pay \$12,301.00 for the 1/3rd page ad and the bold listing with logo in the 2017 guide. Motion was seconded by Sandra Daley and unanimously adopted. The Board asked Mrs. Lane to acquire more information on the fishing magazines and the possible purchase of an awning for over the entrance to the Murphy Visitor Center and present her findings at the July meeting.

The next item on the agenda was the occupancy tax information forms. After discussion and a minor change Cal Stiles made a motion to present the forms to Candy Anderson and Randy Wiggins for approval, motion being seconded by Sandra Daley and unanimously adopted.

The next item on the agenda was the Hiwassee Valley Pool and Wellness Center funding. No action was taken.

The next item on the agenda was the Saddle Club funding for stalls at the Nora Starks arena. After discussion, Anthony El-Khoury made a motion to table for future discussion, motion being seconded by Cal Stiles and unanimously adopted.

No action taken during Public forum.

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

Cal Stiles vice chair
Approval

Nancy Lane
Clerk to the Board