

Minutes of
Cherokee County
Tourism Development Authority
September 12, 2016

The Cherokee County Tourism Development Authority met at 2:00 p.m. on September 12, 2016 at the Murphy Visitor Center.

Members present were Margaret DeLuna, Cal Stiles, Anthony El-Khoury, Sandra Daley, Aurelia Stone and Joan Posey Neumann. Absent was Steve Dickey. Also present was Nancy Lane, who serves as Clerk to the Board, Meridith Jorgensen, Don Reynolds, Tim Ford and Lori Coffey.

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 revise the agenda by moving item 10 and 11 under New Business to number 3.5 and 3.6. Motion was seconded by Anthony El-Khoury and unanimously adopted.

Motion was made by Aurelia Stone, seconded by Anthony El-Khoury to approve the agenda as amended. Motion was unanimously adopted.

Item 3.5 was next on the agenda. Don Reynolds provided information for the October 21st thru October 23rd 2016 Cherokee County Fair. During discussion, Mr. Reynolds stated that the fair was not being marketed to out of town/overnight visitors. The fair committee decided to market locally for the first two years. It was also noted that a grant form had been given to the fair committee and Mr. Reynolds was scheduled to be on the August 8th agenda but was unable to make the meeting. Mr. Reynolds stated that the committee didn't feel that the grant applied to them. The Tourism Development Board suggested that next year, if funding was requested, a grant form be completed for out of the area marketing as the TDA's mission is to bring in overnight guests to the county and to be consistent and fair to all groups that come before the board request funding. After discussion Anthony El-Khoury made a motion for \$500.00 to be given to the fair, motion being seconded by Aurelia Stone and unanimously adopted.

Item 3.6 was next on the agenda. Tim Ford presented plans for the November and December Art Walk. During the strategic plan and budget meetings, the Board had included \$1,000.00 in the 2016/2017 budget for the Art Walk to draw overnight stays during the slower months. After discussion, motion was made by Cal Stiles to give \$1,000.00 to help advertise these events. Motion was seconded by Aurelia Stone and unanimously adopted. The Board asked Mr. Ford to return to the October meeting with updates and the possibility of additional funding.

Motion was made by Anthony El-Khoury, seconded by Cal Stiles, and unanimously adopted to approve the August 8, 2016 minutes.

The Financial Report was next on the agenda. No action taken. It was asked that each Board member complete and sign the fraud forms required by the auditor each year.

Nancy Lane provided updates for the Andrews and Murphy Visitor Centers. Number of visitors, website analysis and Facebook statistics were reported. As of September 12, 2016 Facebook reached 100,000 likes. Mrs. Lane also reported on the new refrigerator and awning that will be installed at the Murphy Visitor Center, both coming under the budgeted amounts.

The next item on the agenda was a budget amendment to move funds to Miscellaneous Expense in the amount of \$1,625.00 to cover the cost of mailing the additional tax notices for 2016. Anthony El-Khoury made a motion to move \$1,625.00 from Fund Balance to Miscellaneous Expense, motion being seconded by Joan Posey Neumann and unanimously adopted.

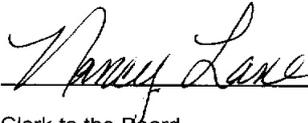
Marketing Items was next on the agenda. After discussion, Cal Stiles made a motion to add one additional video created by One27Media to separate Wineries from Breweries with a cost of \$300.00. Motion was seconded by Anthony El-Khoury and unanimously adopted. Video promotion through YouTube was discussed. It was suggested that Mrs. Lane monitor the YouTube feed for number of views for 30 days and report back at the October 10th meeting. Mr. Lee Bradshaw of One27Media will also be present at the October meeting to explain how promotion works for YouTube videos. Mrs. Lane also requested a reprint for the Cherokee County Maps for Murphy and Andrews. The cost for 1000 for each would be \$2,300.00. Sandra Daley made a motion to purchase the Andrews and Murphy maps. Motion was seconded by Joan Posey Neumann and unanimously adopted.

Story Points for Ugo Tours was next on the agenda. After discussion it was determined that the Cherokee County Historic Museum, River Walk and Field of the Woods would be three story points.

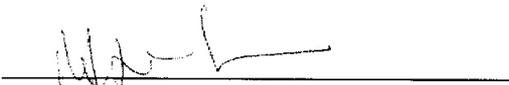
Under public forum, Lori Coffey requested a letter of support be written to help the Valleytown Cultural Arts Center obtain a grant. The grant will come from Blue Ridge National Heritage Area Foundation. The purpose in applying for the grant is to improve the sound quality of the Cultural Arts building. After discussion the Board agreed to write a support letter.

Discussion on the eclipse ad was next on the agenda. Meredith Jorgenson brought the Board up to date on activities being planned for the August 21, 2017 total eclipse. Ms. Jorgenson requested funding for an ad to be placed in the Appalachian Country Living at a cost of \$1,400.00 for the front cover and six full inside pages for the June/July 2017 issue. During discussion, Margaret DeLuna stated she would be in agreement to advertise in the Appalachian Country Living publication as long as they were distributed in the North Atlanta market i.e. Publix stores. After discussion, Anthony El-Khoury made a motion to reserve the front cover and six inside pages of the June/July issue of the Appalachian Country Living magazine in the amount of \$1,400.00. Motion was seconded by Joan Posey Neumann and unanimously adopted.

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



Clerk to the Board



Approved