

Minutes of
Cherokee County
Tourism Development Authority
March 13, 2017

The Cherokee County Tourism Development Authority met at 2:00 p.m. on March 13, 2017 at the Murphy Visitor Center.

Members present were Aurelia Stone, Cal Stiles, Joan Posey Neumann, Steve Dickey and Sandra Daley. Absent was Anthony El-Khouri. Also present was Nancy Lane who serves as the Clerk to the Board.

The meeting was called to order by Aurelia Stone, after which there was a moment of silence and the pledge of allegiance.

Cal Stiles made a motion to approve the agenda, seconded by Steve Dickey and unanimously adopted.

Steve Dickey made a motion to approve the February 13, 2017 minutes, seconded by Cal Stiles and unanimously adopted.

The next item on the agenda was the Financial Report. No action taken.

Under unfinished business, Nancy Lane provided updates for the Murphy and Andrews Visitor centers. Number of visitors, website analysis and Facebook statistics were reported.


Website hosting update was next on the agenda. Aurelia Stone prepared a disclaimer for posting on the website. After review Sandra Daley made a motion to have the County Attorney, Scott Lindsay review the disclaimer prior to posting to the site. Motion was seconded by Joan Posey Neumann and unanimously adopted. Nancy Lane reported the progress being made to transition from the old site to the new site. Training classes are being held and the site should be live by the middle of April. Mrs. Lane also reported that the new billboard was in place directing traffic to downtown Murphy. The Board requested that Mrs. Lane obtain quotes for blinds for the Murphy office. Cal Stiles made a motion to pay \$50 - \$75 to participate in the Ocoee Whitewater rafting display per year, motion being seconded by Steve Dickey and unanimously adopted.

The next item on the agenda was marketing. After discussion Steve Dickey made a motion to participate in the Peaks and Valley publication for a full page ad costing \$795.00. Motion being seconded by Cal Stiles and unanimously adopted.

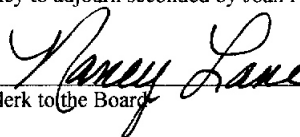
A strategic Plan revision for the 2017-2018 budget development was next on the agenda. After discussion and the completion of the budget, Sandra Daley made a motion to approve, seconded by Steve Dickey and unanimously adopted.

No action under Public Forum

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



Vice Chair Approval



Clerk to the Board

Date: 4-10-17