

Minutes of
CHEROKEE COUNTY
TOURISM DEVELOPMENT AUTHORITY
January 31, 2012

The Cherokee County Tourism Development Authority met at 2:00 p.m. on January 31, 2012 in the meeting room of the Courthouse Annex.

Members present were Eric Carlson, Gil Hargett, David Wood, Danny Slucher, Karen Nash, Phylis Blackmon, Callie Moore and Candy Roberts. Also present were Erika Wood, Jenny Pike, Josh Carpenter, Kathleen Nolte, Lillian Threlkeld, Ed Cloud and Bob Ferreira.

The meeting was called to order by the Chair, Eric Carlson. There was a moment of silence followed by the pledge of allegiance. Motion was made by Karen Nash, seconded by Danny Slucher, and unanimously adopted, to approve the minutes dated December 19, 2011, as corrected. Phylis Blackmon abstained from voting on the correction.

There were no objections to the agenda as presented.

Candy Roberts presented the financial statement showing a balance of \$60,525.21. The Andrews Chamber has closed out their checking account relative to the operation of the Visitors Center and presented \$19 cash to Candy Roberts to be deposited into the TDA checking account. Motion was made by Gil Hargett, seconded by David Wood and unanimously adopted to reimburse Lillian Threlkeld for mileage expenses in the amount of \$49.90.

A discussion of the 2012 and 2013 Freestyle Kayaking events was held. Gil Hargett was asked to chair a committee to address the events. He agreed to prepare a list of appropriate publications and media for the next TDA meeting. Eli Fowler had also indicated a willingness to assist.

Kathleen Nolte made a presentation regarding the work of the Cherokee County Arts Council, including an Arts Festival to be held on June 2, and requested \$1,000.00 from the TDA to advertise the event. The request was denied at this time.

The next item on the agenda was a discussion of the accommodation businesses not paying occupancy taxes. Candy Roberts reported on research being done by County Attorney Scott Lindsey as well as telephone calls made by county staff in an attempt to research potential taxpayers, with no positive results. Ms. Roberts also stated that her office is almost out of occupancy tax forms. Motion was made by Karen Nash, seconded by Danny Slucher, and unanimously adopted, authorizing Ms. Roberts to spend up to \$200.00 to order 1,000 occupancy tax forms. Eric Carlson stated that he is on the agenda for the June Board of Realtors meeting to talk to them about their assistance in working with vacation rentals required to collect occupancy tax.

The next item on the agenda was a discussion of the 2012 budget for the Cherokee County Welcome Center. Phylis Blackmon presented a budget in the amount of \$72,166, a reduction of

\$11,827 from the budget presented on December 19, 2011. After thorough discussion, motion was made by Gil Hargett and seconded by Callie Moore to approve half of the budget, \$36,058, for the period of January 1, 2012 through June 30, 2012, thereby putting the budget on the same fiscal year as the county. The motion failed, with Gil Hargett and Callie Moore voting in favor of the motion and Karen Nash, David Wood, Danny Slucher and Eric Carlson opposed. Phylis Blackmon abstained from voting. After further discussion, with no resolution, the next item on the agenda was addressed.

Ed Cloud presented the budget for the Andrews Visitors Center. He stated that they were not able to make any reductions in the \$22,200 budget presented at the December 19, 2011 meeting. David Wood made a motion that one-half of the budget be approved for a period of January 1, 2012 through June 30, 2012. The motion died for lack of a second. Karen Nash stated that she would like to see the Andrews Visitors Center be opened on Saturdays during tourist season.

After further discussion, motion was made by David Wood, seconded by Gil Hargett and unanimously adopted, that the Andrews Visitors Center be reimbursed for operating expenses at a maximum amount of \$1,665 per month, or 90% of the requested budget, for the period January 1, 2012 through June 30, 2012. Phylis Blackmon did not vote.

Motion was made by Gil Hargett, seconded by Callie Moore, and unanimously adopted, that the Cherokee County Welcome Center be reimbursed for operating expenses at a maximum amount of \$5,400 per month, or approximately 90% of the requested budget, for the period January 1, 2012 through June 30, 2012. Phylis Blackmon abstained from voting.

The next item on the agenda was a discussion of a letter to the county commissioners regarding relocating the Andrews Visitors Center from the Andrews Depot to the Rest Area. Eric Carlson will draft a letter of support from the TDA.

Gil Hargett presented a draft of a letter to the owners of several local convenience stores requesting that they resume the sale of the Cherokee Scout. The letter was unanimously approved for distribution.

Phylis Blackmon provided brochures for a regional tourism forum being hosted by the Stecoah Valley Cultural Arts Center. Each county in Far Western North Carolina is asked to attend and to make a power point presentation about the tourism assets in their county. Phylis Blackmon stated that she had attended the event last year and would be willing to attend this year and make the requested presentation, or that she would be happy for someone else to make it. The group asked her to represent the TDA in attending and in making the presentation.

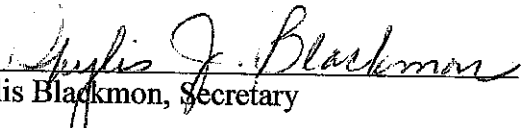
Phylis Blackmon also stated that it is time to register for the Governor's Conference on Tourism, and stated that Cherokee County has been represented every year in the past. It was the consensus of the group to not send anyone to this year's conference.

Phylis Blackmon reported on a week-long motorcycle event that is being planned by Cherokee County Cycles.

During the Open Forum portion of the meeting Josh Carpenter reported that he had spoken to Randy Cantor from Cherokee County Transit regarding their assistance during the Kayaking events. He said that their transportation is open to the public and should be able to be involved.

The next meeting was set for February 23, 2012 from 10:00 until noon at the Annex meeting room.

There being no further business, the meeting was adjourned at 4:45.



Phylis Blackmon, Secretary

APPROVED;



Cherokee County Welcome Center
Proposed Operations Budget 2012

	As Presented 12/19/2011	Revised 1/31/2012	Reduction	Remarks
Wages Expense	\$41,735.60	\$34,814.00	\$6,921.60	This reduction in revenue by the TDA will result in the loss of one part-time job
Payroll Tax Expense	\$5,448.00	\$4,500.00	\$948.00	Estimated; this figure is subject to changes in tax laws and regulations
Mileage-Local	\$150.00	\$150.00		
Accounting Fees	\$3,800.00	\$550.00	\$3,250.00	
Insurance	\$450.00	\$450.00		
Supplies-Office	\$2,200.00	\$2,200.00		
Contingency	\$100.00	\$100.00		
Telephone Expense	\$3,500.00	\$2,792.00	\$708.00	
Internet	\$300.00	\$300.00		
Utilities Expense	\$2,700.00	\$2,700.00		
Postage & Shipping	\$3,000.00	\$3,000.00		
Rent Expense	\$18,000.00	\$18,000.00		
Storage Unit	\$960.00	\$960.00		
Hospitality	\$600.00	\$600.00		
Copier Repair	\$500.00	\$500.00		
Janitorial Supplies	\$500.00	\$500.00		
	\$83,943.60	\$72,116.00	\$11,827.60	

Reimbursement is only made if expense actually occurs.

Cherokee County Tourism Development Authority
 Financial Report
 As of January 30, 2012

	May	June	July	August	September	October	November	December	January	Total
Occupancy Tax Revenue	7,416.45	7,319.15	10,428.65	12,577.73	19,324.68	14,221.77	14,584.26	20,839.42	9,468.15	116,180.26
Expenditures:										
Welcome Center	-	-	-	-	15,627.59	7,723.43	-	-	23,836.06	47,187.08
Visitors Center	-	-	-	-	-	-	-	-	1,473.36	1,473.36
Guest Speaker	-	-	264.61	-	-	-	-	-	-	264.61
Advertising	-	-	-	-	6,730.00	-	-	-	-	6,730.00
Total Expenditures	-	-	264.61	-	22,357.59	7,723.43	-	-	25,309.42	55,655.05

Revenue Over(Under) Expenditures	7,416.45	7,319.15	10,164.04	12,577.73	(3,032.91)	6,498.34	14,584.26	20,839.42	(15,841.27)	60,525.21
										Checking Account Balance