

IN THE MATTER OF:

JACKSON COUNTY TOURISM DEVELOPMENT)
AUTHORITY,)
)
)
_____)

Board Meeting

September 18, 2013

The above-entitled cause came on for hearing at the Jackson County Recreation Center, Cullowhee, North Carolina, commencing at 1:00 o'clock p.m.

Reported by:

Cathy Walker, CSR

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A P P E A R A N C E S

1
2 Board Members:
3 Clifford Meads, Chairman
4 Vick Patel
5 Merrily Teasley
6 Cherie Bowers
7 Bob Dews
8 Stephanie Edwards
9 Jim Hartbarger
10 Robert Jumper
11 Alex Bell
12 Julie Stockton
13 Debby Hattler
14 Mary Lanning
15 Julie Spiro
16 Darlene Fox, Finance Director

17
18 Also Present:
19 Vickie Greene, County Commissioner
20 Press Members

21
22
23
24
25

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P R O C E E D I N G S

1
2 MR. MEADS: Welcome everyone.
3 Did everybody receive the minutes from the last
4 meeting on the 21st of August that I e-mailed out?
5 Under this new system that we have, it's hard to make
6 everybody copies because they're like some 50-odd pages
7 long. So I'm trusting as you go through them if you
8 have any additions or deletions or comments that you
9 would jot them down.
10 MS. FOX: Can I make a comment?
11 MR. MEADS: Please.
12 MS. FOX: The only thing that is required is a
13 summary of the discussion and the action that's taken.
14 I think the minutes may be a little overkill.
15 MR. MEADS: I can ask them if they can do them
16 another way, but when we first approached them they were
17 emphatic that's how they do it.
18 MS. FOX: Well, for a local government.
19 MR. MEADS: I'll find out.
20 MS. TEASLEY: I understand from Roberts Rules of
21 Order that the only thing you need to report in the
22 minutes is the discussion leading to the action. If it
23 didn't lead to any action, it doesn't need to be in the
24 minutes.
25 MR. MEADS: I know. But we've had several meetings

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1 where there was questions on the minutes that we were
2 taking and so this was a step that, hopefully, nullified
3 that. And it's hard to be part of a meeting and
4 contributing to a meeting and keeping accurate minutes.
5 MS. TEASLEY: Sure, sure.
6 MR. MEADS: So maybe there's something in between.
7 I'll check on it.
8 MS. FOX: Well, I have talked to the auditors,
9 we're in the process of doing the audit this week and
10 next week, and they seem to find it's a little much for
11 minutes.
12 MR. MEADS: All right, I'll do that.
13 Any additions or deletions on the minutes? If not,
14 do we have a motion to approve?
15 MR. HARTBARGER: So moved.
16 MR. MEADS: Thank you, Jim. A second?
17 MS. LANNING: I second.
18 MR. MEADS: Any discussion on them, other than what
19 we just had? All right, all in favor say aye. All
20 opposed like sign.
21 (Motion carried by unanimous vote.)
22 MR. MEADS: All right, thank you.
23 Ms. Fox has a financial report.
24 MS. FOX: The report is for the month of August.
25 The cash balance is 353,946.79. We have 154 units

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1 reporting. We've had a 40 percent increase in the
2 revenues for over this period from last August, last
3 August to this August, through that month. Which is
4 really good even if you back out the interest.
5 MR. DEWS: That was my question. Do we have that
6 yet?
7 MS. FOX: I don't have that yet.
8 MR. DEWS: So that's not a real number to get all
9 excited about. I mean, it's not a true number, right?
10 MS. FOX: Well, it is a true number. But I will
11 break out. If you want a different report, I can break
12 out --
13 MR. MEADS: The one percent.
14 MS. FOX: -- the one percent.
15 MR. MEADS: Like you did the last time. I think
16 until we get back to apples to apples, that would be
17 helpful.
18 MR. DEWS: I think that would be helpful.
19 MR. MEADS: Yeah, I think you're going to see some
20 significant growth.
21 MR. DEWS: We've just got to be able to compare.
22 MS. FOX: And we did process the grants during the
23 month of August. We had -- from all the ones that were
24 approved, you can see those on Page 11, we had
25 dispersion of \$11,900 for those. I did have one check

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1 that was returned and was for the Sapphire Valley Resort
2 grant, and Stephanie had already turned in advertising
3 costs for that grant so next month you'll see a credit
4 back for that.

5 **MS. EDWARDS:** I did have a question on that.
6 Because I had understood that the board wanted the funds
7 paid directly to the media outlet. And for instance, I
8 just sent out the one for the Village Green, and I
9 haven't looked at your list here so I don't know whether
10 they were funded initially or not, but how would you
11 like it sent in the future?

12 **MS. FOX:** I'd like, you know, it turned in directly
13 to me. Because, I mean, I took exactly what was in the
14 grant application that was Board approved to process
15 those.

16 **MS. EDWARDS:** Well, are those -- for instance,
17 Village Green was, I believe, a thousand and they only
18 submitted for 858. That was what the magazine actually
19 sent in for advertisement.

20 And Robert, this is kind of what was done on the
21 budget committee before, you may have some particular
22 interest.

23 I just want to make sure -- like in that case, that
24 was paid twice and he was nice enough to come in and
25 tell us. Effectively he was paid twice. Because I had

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1 already given him instructions that I understood it
2 processed directly through the media outlet so we
3 weren't funding it through the groups so we knew they
4 were going specifically for the advertising purposes.

5 **MR. MEADS:** That's correct.

6 **MS. EDWARDS:** So --

7 **MS. SPIRO:** I think it should have been covered
8 under grants. I think that's what happened.

9 **MS. EDWARDS:** That's what I put it under.

10 **MS. FOX:** I mean it was for advertising.

11 **MS. SPIRO:** I think that's what happened, maybe.

12 **MS. EDWARDS:** Well, I just want to make sure what
13 the process is and who they should direct them to. I
14 mean, if you want us to -- well, I'm not sure I'm
15 understanding the process.

16 Village Green, I've just submitted one to --
17 directly to the magazine. So if you prefer to go to
18 them I can have them send us an invoice or if you -- I
19 don't see them marked here, you know, so I'm not sure.
20 And actually, they were approved -- maybe it was not
21 done.

22 **MR. MEADS:** Yeah, they got 1200.

23 **MS. EDWARDS:** Well --

24 **MS. FOX:** I'll pull those out.

25 **MS. EDWARDS:** I can let Wes know if you want to not

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1 process the 858 and then they can keep the 1200.

2 It's just a procedural question that I think in the
3 future we need some more clarification.

4 So do you want me to have him just pay this
5 directly?

6 **MR. MEADS:** Do you want to ask a procedural
7 question so everybody's clear?

8 **MS. EDWARDS:** Well, my specific question, as it
9 relates to that grant would you like me to, first of
10 all, have any communications with them? Maybe the
11 budget committee would prefer to communicate with them
12 directly. But we were facilitating it. Would you like
13 me to instruct the Village Green to pay their own
14 advertising expense and keep the 1,200-dollar check?
15 And if that's the case, I'd just send it to Cathy this
16 week, because I just got the invoice, and she can
17 discard that.

18 And then of course the procedure is what do you
19 want to do in the future.

20 **MS. FOX:** I think that would probably be up to the
21 finance committee how they want the grants processed.

22 **MR. JUMPER:** We'll take a look at that. During TDA
23 we never had that issue, it was always --

24 **MR. MEADS:** We paid the vendor for what we agreed
25 we were going to do, whether it was for billboards or

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1 whatever it may be, we paid them directly, and we never
2 cut, whether it's Village Green or whether it's the
3 Dillsboro whatever, we never cut that agency a full
4 check.

5 **MR. BELL:** I mean, it just covered from the grant
6 (inaudible).

7 **MS. HATTLER:** When we met with the finance
8 committee that what was in place, that they were not --
9 they were to go directly to the agency for billboards or
10 radio or whatever it was to get paid directly through
11 that. And that was how we had it in place to do. Or
12 thought we did.

13 **MR. MEADS:** Okay.

14 **MS. HATTLER:** Darlene, I have a question.

15 On the Anglers & Appetites for the Dave Zelski, the
16 checks you've written to him so far, on Page 8, there's
17 a check for 92.50 and a check for 625. My question to
18 you is -- well, I have a couple of questions, but
19 the 625, is that for the production for the TDA ad spot?

20 **MS. FOX:** I'll have to get you the details on that.
21 I don't have it with me.

22 **MS. HATTLER:** Perfect. Because the reason I'm
23 asking is that there's four partners in this county that
24 have asked to participate in Anglers for a commercial
25 and they're going to be spending a thousand dollars,

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1 which will come -- that's probably -- they're spending
2 \$16,000 for this commercial. The \$4,000 that they're
3 going to be paying will be -- help the TDA, so the funds
4 should fall that way. This will help us down to 12,000.
5 But the production cost of 625 is to be paid directly to
6 Dave. So I just want to know how you want me to handle
7 that.

8 **MS. FOX:** I'll tell you, when you approve a
9 contract I need to know what that is and actually what
10 the funding sources are for that.

11 **MS. HATTLER:** Okay. Well, the funding sources we
12 didn't know until we went out to the members and they
13 were able to come up with a commercial. So when you get
14 the money back, I guess we'd have to pay the full
15 contract and then this money would come back as a -- I
16 don't know how you want me to submit that.

17 **MS. FOX:** We'll have to set up a revenue account
18 for them.

19 **MS. HATTLER:** Perfect. Thank you. And then you'll
20 let me know that because --

21 **MS. FOX:** I will.

22 **MR. JUMPER:** Question. And again, this is a new-by
23 question; I just need to have some clarification. But
24 once the TDA board approves a line item budget, for
25 example, Julie and Stephanie's Chamber expenditures,

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1 once that's received they spend out of that fund based
2 on their need for the Chamber. Is the marketing
3 committee in the same -- are they doing -- has money
4 been allocated to the marketing committee or through a
5 line item that has --

6 **MR. MEADS:** Yes?

7 **MR. JUMPER:** There has, okay. All right.

8 **MR. MEADS:** All those line items, even though we
9 can still juggle back and forth, to a certain extent,
10 the line items have been submitted or voted on.

11 **MS. FOX:** For that purpose.

12 **MR. MEADS:** For that purpose.

13 **MR. JUMPER:** And then my next question would be,
14 based on the knowledge that you have a media plan, have
15 all the funds that are going to be expended in the media
16 plan through this fiscal year been encumbered for a
17 purpose?

18 **MR. MEADS:** That's why we have to go back and
19 double-check.

20 **MR. JUMPER:** All right.

21 **MS. FOX:** And they have not. I commend you for
22 that.

23 **MR. JUMPER:** Thank you.

24 **MR. MEADS:** All right. Anybody else have some
25 questions for Darlene? Would somebody like to approve

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1 Darlene's report?

2 **MR. JUMPER:** So moved.

3 **MR. MEADS:** Second?

4 **MS. LANNING:** Second.

5 **MR. MEADS:** All in favor say aye? Opposed?
6 (The motion carried by unanimous vote.)

7 Thank you, Darlene.

8 All right, now we're on the committee reports.
9 Mr. Bell.

10 **MR. BELL:** Yeah, I was not able to get in touch
11 with Mr. Luker. And he and Ms. Spiro is on the
12 committee, and since one of the things we were going to
13 do was look at contracts I thought it wise to not make a
14 unilateral decision on that.

15 **MR. MEADS:** No, it's --

16 **MR. BELL:** We will wait until Mr. Luker is
17 available.

18 **MR. MEADS:** Okay. What about the attendance?

19 **MR. BELL:** Yeah, I've got the sheets. But there
20 again there was no governance committee meeting.

21 **MR. MEADS:** Okay.

22 **MR. BELL:** But we've got the attendance record for
23 all the previous meetings. So we can go over them. I
24 mean, obviously we've had some people who have missed
25 way more than what we originally talked about, the three

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1 times excused and all, and, you know, if we're going to
2 do this, then we need to have someone be willing to be
3 at the meetings and attend and participate. So we'll
4 just make an official letter once we have a chance to
5 meet and notify the Board and that person.

6 **MR. MEADS:** And the commissioners.

7 **MR. BELL:** Right. Well, I mean, it's up to the
8 commissioners ultimately because they have to approve
9 the board members. So, you know, we could certainly
10 make a recommendation. But it's their jobs, it's their
11 decision.

12 **MR. MEADS:** If you would do me a favor and try to
13 fast forward and get with Mickey.

14 What we're talking about is we've got a draft for
15 the Chambers, like a service agreement, that I wanted
16 the governance committee to go through line by line.
17 Also, I have sent a copy of it to Jay Coward and I asked
18 him when I saw him down in Dillsboro last week if he
19 would take a look at the legal language in it and make
20 sure that it is what the county is comfortable with.

21 So he's doing that concurrently, and then if we
22 want to change, add, delete, whatever, at least that
23 process is underway so we can get that behind us.

24 **MR. BELL:** Because I was hoping he would be at the
25 meeting today and that could take place.

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1 **MS. EDWARDS:** Could we get a copy of the draft, you
2 know, just to provide some feedback, at least be aware
3 of it? And I can then also take it to my board in the
4 interim and have them be prepared.

5 **MR. MEADS:** Let's let Jay finish his deal. Because
6 basically what we did was took your initial thing that
7 you sent out and modified it and put it in a little
8 different format. And let's have them take a look at
9 it, Jay can take a look at it, and then we can send it
10 out. I hate to send it three or four times because it
11 will get confusing.

12 **MS. EDWARDS:** Sure. Or maybe we can be at your
13 governance meeting at that time when you're going to
14 review it.

15 **MR. BELL:** Sure.

16 **COMMISSIONER GREENE:** Mr. Chairman, I believe the
17 TDA members had one year of service, is that correct?
18 So their appointments will be coming up -- or any
19 appointments will be coming up in December, and I don't
20 think it's too early for those folks with just a
21 one-year appointment to decide if they want to do it
22 again.

23 **MR. MEADS:** Okay.

24 **COMMISSIONER GREENE:** And also for the Board to be
25 aware of who's missed how many meetings, which to me,

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1 unless there's a good excuse, would be an indication of
2 interest and continuing service.

3 **MR. MEADS:** That's right, we've got that.

4 **COMMISSIONER GREENE:** Okay, good. Thank you.

5 **MR. MEADS:** Why don't you come up and join us? I
6 didn't realize you were sitting back there.

7 **COMMISSIONER GREENE:** I'm happy sitting back here
8 with the press.

9 **MR. MEADS:** Alex, have you got anything else to
10 report?

11 **MR. BELL:** No, sir.

12 **MR. MEADS:** All right, Ms. Hattler, marketing.

13 **MS. HATTLER:** Good afternoon, everyone.

14 On the marketing front, I'm sure you all saw the
15 quarterly newsletter came out. I want to thank
16 Stephanie and her staff for getting that out for us. It
17 went out e-mail and it also went out via United States
18 Post Office. We wanted to make sure that everybody got
19 their first copy of it.

20 We've gotten tremendous feedback from all of our
21 partners paying occupancy tax that they were very happy
22 to find out what was going on with the TDA and
23 especially the opportunity to start some co-oping with
24 the advertisement. So we're really pleased with that.

25 A second letter -- e-mail went out for just Anglers

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1 & Appetites to remind them of the deadline if they
2 wanted to have a co-op in the commercial spots for that
3 production.

4 So I think that's going well. We are on target to
5 get one out in October. We're going to hope to get it
6 out by -- I said the 15th but we're going to try to get
7 it out a little bit earlier.

8 And in that we are going to focus again on co-ops
9 that's become available and also Visit NC dot com and
10 all the opportunities that are available for every
11 member to have a link at no charge under accommodations,
12 or whatever they are. And it's a great resource for
13 everyone. I don't think everyone really knows about it.
14 Stephanie is the point person in Cashiers and Julie in
15 Sylva.

16 And they're also, of course, where you can
17 hyperlink, bold and do all that. And that's an extra
18 cost but that's up to the individual company. So that's
19 a very nice resource.

20 And Julie brought this back to me yesterday on the
21 tourism for the State of North Carolina, which is
22 changing.

23 So that went out and went well.

24 We are still -- I talked to Dave Zelski with
25 Anglers & Appetites, and he's the one that's doing the

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1 fly fishing trail program for us, and we have six spots,
2 two taken by TDA, four spots already taken by the
3 newsletter that went out, and I talked to Dave
4 yesterday, they have three spots -- they have six spots
5 for themselves, they've sold three, so there are three
6 additional spots for a commercial if anybody's
7 interested or if you want to go back and speak to
8 anybody. They're a thousand dollars for the spot on the
9 commercial and if you want them to do production of your
10 commercial it's \$625.

11 So please let me know as soon as possible.

12 The fly fishing segment of it will be filmed on the
13 19th and 20th of October. The eating and resort and
14 waterfalls and all the different shots of the county
15 will be done on the 26th and 27th of October,
16 commercials shot on the 27th. And if there are more and
17 they don't have time, they're going to shoot on the
18 13th of October. So that's the timeframe that's
19 available.

20 Also, Stay and Play in the Smokies is on line now.
21 There's co-op opportunities for that, Seasons magazine,
22 and many different things that will be in the
23 newsletter. So we're very excited about things going on
24 there.

25 Also, we still -- we've met and had another meeting

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1 with the two agencies that we're looking at, the BCF and
2 the Brandon agency. We had a meeting right before this
3 one, a marketing meeting, and we've decided to go back
4 to them and have some questions answered.

5 So we're going to do that and hopefully have that
6 completed in the next couple of weeks so we feel, I
7 don't know, more responsible. Because this is a huge
8 decision about which company we're going to move forward
9 with.

10 And then we are also working with PR firms to get a
11 PR firm. Greg Distl has sent a proposal. He is merging
12 with Deborah Stone, of Pineapple, and Wit, and they have
13 proposed a PR proposal. We didn't have time at the
14 meeting to go through it, but we will, and look at that.
15 And I want to get with Darlene and Stephanie and Robert
16 so we can look at the funds. Because it is double the
17 budget that we have in place right now.

18 **MS. EDWARDS:** Debbie, I apologize I forgot to ask
19 during the marketing meeting, are we going to do a RFP
20 for the public relations or --

21 **MS. HATTLER:** Yes, absolutely. We're going to
22 continue until we got something in place.

23 **MR. BELL:** Which part was double the budget?

24 **MS. HATTLER:** The PR, the PR firm. They were
25 originally receiving 2,000 a month for PR and now it's

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1 going to be 4,000 a month.

2 But it's a larger firm, and we knew that the costs
3 were probably going to go up. Because they were
4 basically doing just the Sylva area, and then we're
5 going to start doing the Cashiers area. So we knew
6 there was going to be more cost involved.

7 **MR. BELL:** Who would be the lead person on that, do
8 we know? Would it still be Craig or --

9 **MS. HATTLER:** It's going to be broken down. I
10 don't know. I know that Craig is still going to be
11 working northern Jackson County and Deborah Stone from
12 Pineapple is going to come in and handle the south
13 portion of Jackson County. And I guess Wit -- I have no
14 idea.

15 **MR. BELL:** He'll do whatever the third was.

16 **MS. HATTLER:** Exactly.

17 And the last thing is that we're working with
18 Robert and Darlene to make sure that all the financials
19 for marketing and advertising blend with our budget and
20 see what we have to go forward.

21 That's it. Any questions?

22 **MR. MEADS:** The thought process on the PR, the
23 difference between what Craig was doing is that Wit
24 Tuttell, from North Carolina, would bring a lot to the
25 table and Craig would be more of the boots on the

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1 ground. And the thought was you're feeding this market
2 probably 20 times more than what we would have gotten
3 before through the Atlanta contacts and that kind of
4 thing through Pineapple and through the State through
5 Wit Tuttell. And Craig would still be working on the
6 fly fishing trail and kind of coordinating between those
7 two entities and folks coming through.

8 And it hasn't been fleshed out completely and
9 probably hasn't been completely thought out, but we were
10 tittering on the point of not having Craig at all, and
11 this seemed to be a reasonable stop-gap for us to
12 consider anyway, knowing that we're going to get 15
13 times more people coming through being sent here from
14 the State, from Pineapple and from Craig than we ever
15 would.

16 So we've got to massage the whole PR thing.

17 **MR. BELL:** So have we opened up to other PR firms
18 to make submittals as well?

19 **MR. MEADS:** Well, right now we still have just
20 Craig. They haven't done anything.

21 **MS. HATTLER:** This just happened yesterday.

22 **MR. BELL:** Well, I know, but we're talking about
23 doing something.

24 **MS. HATTLER:** Yeah, but this would be just a
25 stop-gap and then we would absolutely go back and reach

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1 out to others and come back and do --

2 **MR. BELL:** So we're talking about just a quarterly
3 contract? Or three or four months?

4 **MS. HATTLER:** That would be my suggestion.

5 **MR. MEADS:** Maybe to the end of the year. And
6 maybe we can stay the same way we are if Craig agrees to
7 do that. It's just that it looked like we were going to
8 lose him, for a number of reasons, and I think at the
9 last marketing meeting I was asked to talk to him and
10 see what we could do to hold onto him, and this is kind
11 of an outcome of that conversation, which actually is a
12 lot stronger. A lot stronger.

13 **MS. HATTLER:** I did -- to your point, Clifford, I
14 did speak with Craig today. We received this proposal
15 yesterday. I mean, so it's new.

16 It came up in the last marketing meeting that
17 Craig -- Mr. Meads asked us, that there was a problem,
18 not to contact Craig, he'd find out, that he would
19 handle it. And we did not know that he wasn't happy.

20 I spoke with Julie today, and the problem -- I
21 asked him directly what was the issues that we have and
22 he said, "No, there's no issues, everything just got
23 kind of blown out of proportion." But Julie told us
24 today that he felt uncomfortable because we hadn't done
25 the budget and he didn't have a way to get paid. Even

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1 though he got paid. So that was Julie's comment.
2 Craig was really looking forward to working with
3 both sides of the county and I said, "Please let me know
4 if there's any problem, anything we've done, anything I
5 can do to help," you know. And he said no, he just
6 wants more pictures, more high resolution pictures,
7 which we know is a problem, and that's why we're trying
8 to meet with the photographer now and correct that.

9 **MR. BELL:** My only concern, obviously, was who was
10 going to be the boots on the ground you were talking
11 about. If it wasn't going to be Craig, Wit's a great
12 resource statewide but he's also --

13 **MR. MEADS:** In Raleigh.

14 **MR. BELL:** Yeah, in Raleigh. And, you know, North
15 Carolina kind of ends at Asheville if you live in
16 Raleigh. So I just wanted to make sure, you know,
17 somebody was going to be here.

18 **MR. MEADS:** Correct. And the way I read it it was
19 going to be Craig, was the way I read it.

20 So, I mean, we just got the proposal, and we'll
21 reach back out to him again.

22 **MS. HATTLER:** Yes, it says the three of us have
23 formulated a plan which Deborah would be the point
24 person for Cashiers and the southern Jackson County.
25 Wit would be the point person for Sylva, Dillsboro and

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1 e-mail, and also he's holding up some.

2 **MR. MEADS:** I'll send these around.

3 **MS. SPIRO:** I'll pass them around. How about that,
4 just look at them and pass them around to different --

5 **MR. MEADS:** I'm hopeful that we're at a point where
6 we can make a decision on a logo. I'm hopeful.

7 And I think you know we've been talking about this
8 logo and we've seen it in many, many different forms and
9 we've kind of whittled it down and then we asked for
10 black and white and then we asked for color. And I'd
11 just like to open up the floor for discussion.

12 **MS. HATTLER:** Has everybody seen it? There's two
13 logos with two different -- this is just one logo but
14 it's just in two different forms. There must be another
15 one going around.

16 **MR. DEWS:** The same thing?

17 **MS. HATTLER:** The same thing.

18 **MR. DEWS:** Well, no, different.

19 **MR. BELL:** Yeah, if I can see them in black and
20 white and color forms.

21 **MR. MEADS:** Jim, let's start with you.

22 **MR. HARTBARGER:** I'm inclined to go along with what
23 Robert said in the marketing meeting: It's too
24 important to be in a hurry. And I surmised that you all
25 thought maybe we weren't ready to have an agency of

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1 the northern end of the county --

2 **MR. BELL:** That's a little different than Craig.

3 **MS. HATTLER:** -- and I would coordinate with them
4 and coordinate PR efforts for both ends of the county.
5 Additionally I would continue my successful PR efforts
6 for the WNC fly fishing trail.

7 **MR. PATEL:** How long are we going to be doing this
8 until?

9 **MS. HATTLER:** We haven't decided. We haven't
10 signed anything yet. This just came in yesterday.

11 **MR. PATEL:** Just FYI, this whole thing got together
12 because we didn't want to have two separate divisions of
13 the county.

14 **MS. HATTLER:** Right.

15 **MR. PATEL:** I wouldn't want it created because
16 there's no point in it if you're going to be going that
17 route.

18 **MS. HATTLER:** Good point.

19 So we'll get back with you once we hash it all out.

20 **MR. MEADS:** Is that --

21 **MS. HATTLER:** That's it. Thanks.

22 **MR. MEADS:** Okay, thank you.

23 All right, agency and logo discussion. We printed
24 out some of those color copies, right?

25 **MS. SPIRO:** Yes. We e-mailed this to you in your

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1 record.

2 All this discussion goes back with all the things
3 that you said in this meeting, the things that I
4 surmised, and you know a whole lot more about it than I
5 do because -- I'm quiet because this is new to me; I'm
6 trying to learn a part of something that I don't know
7 anything about. And I've had people ask me about it and
8 I tell them it's in progress of what we're doing.

9 And I think there's a whole lot of concern -- not
10 concern but anticipation of what we're going to do. And
11 I think we ought to get it done right and I don't think
12 it needs to be in a hurry.

13 **MR. MEADS:** Is that relating to the logo?

14 **MR. HARTBARGER:** Uh-huh. Well, what we discussed
15 in the marketing meeting.

16 **MS. HATTLER:** I think the marketing meeting was
17 more on the marketing plan.

18 **MR. HARTBARGER:** Yes.

19 **MR. MEADS:** Right.

20 **MS. HATTLER:** This is different than the logo.
21 We've already decided on "Play On" and then the last
22 meeting, I wasn't at the last meeting, but I think
23 everybody voted for these two forms of the logo?

24 **MR. MEADS:** Yes.

25 **UNIDENTIFIED SPEAKER:** We narrowed it down.

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1 **MS. HATTLER:** Narrowed it down to those two forms.
 2 So now I think it's up to us to decide between those two
 3 logos.
 4 **MR. DEWS:** Should we do that today right now at
 5 this meeting?
 6 **MR. MEADS:** I would like to have it happen. But
 7 that doesn't mean that it has to happen.
 8 **MR. DEWS:** What's the reservation for not making it
 9 happen? Just maybe making the wrong choice?
 10 **MR. MEADS:** The reservation is not making the wrong
 11 choice because I think either one could work for us --
 12 I've got a personal opinion on one stronger than the
 13 other -- but it just -- it's just another no action
 14 item.
 15 **MS. EDWARDS:** Clifford, how would it be used
 16 initially? I mean, if it were approved today, what's
 17 the next step in terms of production?
 18 **MR. MEADS:** We could take some of the ads that --
 19 this is just me talking out loud so that doesn't mean
 20 it's got to be, but I would submit that we would take
 21 the ads that we're already placing and have Towns
 22 convert it so at least the logo is on the bottom of it
 23 and we can get it out on the street. Because we've got
 24 to move forward.
 25 **MR. DEWS:** Well, we're six months out and we always

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1 talk about that on placing ads and things, and we're
 2 into spring of next year.
 3 **MR. JUMPER:** Well, and --
 4 **MR. DEWS:** That's what he's saying.
 5 **MR. JUMPER:** If I may, to Jim's point, this part
 6 has already been kind of set and sealed. We've done the
 7 research, all of the stuff behind it has been done, and
 8 I think we're to a point now where we can -- I mean the
 9 logo part of this large -- larger picture is not static.
 10 Everything else probably is a little static but this
 11 particular piece, the logo, I think it's been vetted,
 12 researched and looked at until it's probably faded off
 13 the page.
 14 So, you know, this particular portion of it I think
 15 we're ready to -- we need to --
 16 **MR. DEWS:** You're ready to spit on something?
 17 **MR. JUMPER:** We need to -- yeah.
 18 **MR. DEWS:** If we have it narrowed down to the two,
 19 is there any reason why we can't move forward with
 20 figuring out which one of the two?
 21 **MR. MEADS:** I think that's what this is all about.
 22 **MR. DEWS:** Because I saw more than two floating
 23 around.
 24 **MR. MEADS:** Well --
 25 **MS. TEASLEY:** It's color and black and white.

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1 **MR. MEADS:** Yeah.
 2 **MR. BELL:** So basically what you would do would be
 3 to decide on one and then you could use it as color or
 4 black and white, whichever the ad --
 5 **MR. DEWS:** Yeah, depending on the ad.
 6 **MR. BELL:** Why don't we just somebody stand up,
 7 hold one in one hand and one in the other and we'll just
 8 vote?
 9 **MR. DEWS:** Well, I mean, has there -- now that we
 10 see it in here, has there anybody that's changed their
 11 mind or thought on -- I mean everybody's probably got a
 12 pretty good idea in their head. Is there any of this
 13 seeing it in actual print swayed anybody differently
 14 or --
 15 **MS. TEASLEY:** What I'd like somebody to do is hold
 16 them up at a distance and see how well they show at a
 17 distance.
 18 **MR. MEADS:** I'll tell you what would be good for
 19 me, Bob, is just to keep the conversation going. It
 20 reconfirms that the original one I think has the look of
 21 what we intended it to have.
 22 Now, I've passed around the office today those
 23 things, and four out of four picked the original one
 24 without me saying anything. Because it was more fun.
 25 **MR. DEWS:** You didn't do this (indicating) then?

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1 **MR. MEADS:** No. No, I didn't.
 2 **MS. TEASLEY:** Did everybody see them at a distance
 3 to see how they might be a bumper sticker or something?
 4 **MR. BELL:** The only thing I would say is I could
 5 live very easily with either one of those. I think
 6 we've narrowed that process down for that. So it would
 7 be my hope that whatever one we decide on, then we would
 8 just -- everybody get behind it and don't say, well, I
 9 really wanted this one but they decided on --
 10 **MR. MEADS:** Absolutely.
 11 **MR. BELL:** -- that one. You know, we need to be in
 12 consensus and everybody's --
 13 **MR. MEADS:** Absolutely.
 14 **MR. BELL:** -- a hundred percent behind it, whatever
 15 is chosen.
 16 **MR. JUMPER:** I'll second that.
 17 **MR. MEADS:** Yeah, that's very true. I actually
 18 expect it.
 19 **MR. HARTBARGER:** Well, let's move on with it.
 20 **MR. DEWS:** So here we are. So do we do a little
 21 secret vote, everybody tear up a piece of paper?
 22 **MR. PATEL:** We just pick one and see how many
 23 people.
 24 **MR. MEADS:** Okay, I've got the original and the
 25 second one. Vick, which one do you like?

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1 **MR. PATEL:** The black and white or it doesn't
 2 matter?
 3 **MR. MEADS:** No, it doesn't matter.
 4 **MR. PATEL:** The second.
 5 **MR. MEADS:** Merrily?
 6 **MS. TEASLEY:** The second one.
 7 **MR. MEADS:** All right.
 8 **MS. BOWERS:** The second.
 9 **MR. DEWS:** The second one, I guess, if that's the
 10 second one.
 11 **MR. MEADS:** That's the second one.
 12 **MR. HARTBARGER:** I guess the second one.
 13 **MR. JUMPER:** The first one.
 14 **MR. BELL:** The first.
 15 **MS. STOCKTON:** The first.
 16 **MS. HATTLER:** Second.
 17 **MS. LANNING:** The first.
 18 **MR. MEADS:** Okay, it's 6 to 4 without mine. I
 19 would have gone with the first. So it's 6 to 5, the
 20 second one.
 21 **MR. BELL:** Excellent.
 22 **MS. HATTLER:** Super.
 23 **MR. BELL:** Mark something off the list.
 24 **MR. DEWS:** Yeah, check it off.
 25 **MR. MEADS:** All right. Then I will get that -- I

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1 will get that in several formats and we'll get that up
 2 to Towns and I'll get it to BCF and whatever format we
 3 can use and --
 4 **MR. PATEL:** Can you get it out so we can start
 5 using it too?
 6 **MR. MEADS:** Yeah.
 7 **COMMISSIONER GREENE:** It would be a great bumper
 8 sticker.
 9 **MS. TEASLEY:** I think it would too.
 10 **COMMISSIONER GREENE:** I'd even put that on my car.
 11 **MS. TEASLEY:** I would put it on my car and I don't
 12 ever put a bumper sticker on.
 13 I think if we had them in our gift shops and in our
 14 various places we would see it (unintelligible).
 15 **MR. MEADS:** All right. Well, we have that
 16 opportunity now that we've finally made up our mind.
 17 **MS. HATTLER:** Is this something that we can use,
 18 like I could use it on my website?
 19 **MS. EDWARDS:** Well, I would strongly encourage
 20 (unintelligible) it's just like everything, so that
 21 folks understand that you can take this logo but these
 22 are the colors that are be used so that there this is
 23 consistency, only Pantone color codes. If not -- I
 24 would expect a lot of variation. But also to encourage
 25 them to give them guidelines for where it should be

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1 used, where it could be used to get the best coverage
 2 and one general plan by TDA is to roll it out, announce
 3 it with this --
 4 **MR. MEADS:** Right.
 5 **MS. TEASLEY:** I'm curious. I know these are the
 6 colors that are chosen but this looks wonderful white on
 7 green this black and white.
 8 **MS. HATTLER:** I don't think the colors were chosen,
 9 I think the logo was chosen, correct?
 10 **MR. MEADS:** The logo was chosen and --
 11 **MS. TEASLEY:** So you could use the white on green,
 12 or not?
 13 **MR. DEWS:** So what do we do about colors? Because
 14 color variation --
 15 **MS. TEASLEY:** Now, the colors on this one I guess
 16 would show.
 17 **MR. MEADS:** That is the color one that we selected,
 18 with the brown.
 19 **MS. TEASLEY:** But if do black and white could you
 20 do green and white, or whatever it is you're doing and
 21 pair it with green? Well, like that. That's an ad
 22 where the white is on another surface, it's not brown.
 23 **MR. MEADS:** Let me ask them about that.
 24 **MS. TEASLEY:** I wish you would. Because I think
 25 that makes a difference. If you're going to put it in

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1 the corner of your own stuff, you should have your own
 2 stuff under there, it shouldn't be this --
 3 **MR. DEWS:** If you have a logo printed, a color,
 4 logo, you have set PMS colors.
 5 **MR. MEADS:** That's exactly right.
 6 **MS. TEASLEY:** No, what I'm saying --
 7 **MR. DEWS:** With that, if you choose to use it in a
 8 single color, usually a single color is not a problem on
 9 any kind of variation. It's when you have the
 10 combination of colors that you have to have PMS colors
 11 to go on there.
 12 **MS. TEASLEY:** Okay.
 13 **MS. EDWARDS:** But I do think we should have a
 14 standard for that.
 15 **MR. DEWS:** Absolutely.
 16 **MS. EDWARDS:** You see the IBM logo in different
 17 colors.
 18 **MS. TEASLEY:** I wasn't talking about changing the
 19 colors, I was just talking about using the image on our
 20 own ad. If your ad happened to be blue --
 21 **MR. DEWS:** Okay. Well, before we go printing up a
 22 bunch of stuff --
 23 **MS. TEASLEY:** That's what I'm asking about.
 24 **MR. DEWS:** -- we ought to have more standards.
 25 **MR. MEADS:** Yeah, we'll have --

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1 **MR. DEWS:** A couple more meetings.
 2 **MR. MEADS:** We'll have guidelines.
 3 **MS. TEASLEY:** A couple more? About 15 meetings.
 4 **MS. HATTLER:** Would that be something that BCF sets
 5 up the guidelines or is it something --
 6 **MR. MEADS:** That's what I'm going to ask them. I
 7 mean, let me tell you, that "Virginia is for Lovers"
 8 they've got all kinds of guidelines.
 9 **MR. DEWS:** They probably have a standard that the
 10 logo --
 11 **MS. TEASLEY:** Well, they've done it themselves.
 12 **MR. MEADS:** They probably have who can use it and
 13 who can't.
 14 **MR. DEWS:** Yeah.
 15 **MR. MEADS:** Sir?
 16 **MR. JUMPER:** With regard to this what sounds like
 17 carte blanche use of this logo, what happens if a
 18 pornographer decides to set up shop in Jackson County?
 19 We're letting all businesses use the logo.
 20 **MR. DEWS:** Are you coming up with ideas?
 21 **MR. JUMPER:** Are you not going to ask them --
 22 **MR. MEADS:** That's a good point.
 23 **MR. BELL:** I'd tell them to go through finance.
 24 **MR. MEADS:** That's what I'm saying, let me get with
 25 BCF. Because they've got a lot of experience in logos

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1 and branding and what are reasonable guidelines and
 2 what --
 3 **MR. DEWS:** Authorized use.
 4 **MR. MEADS:** They've done it for Gatlinburg, they've
 5 done it for Aspen, they've done it for Virginia. They
 6 can lower our learning curve real fast.
 7 **MR. JUMPER:** And I'm saying I think that there
 8 needs to be some scrutiny as to what businesses and what
 9 organizations can use the logo.
 10 **MR. MEADS:** Okay.
 11 **MS. TEASLEY:** T-shirts would be good too.
 12 **MR. DEWS:** I hadn't even thought about that until
 13 you brought it up.
 14 **MR. MEADS:** That's good. That's some progress.
 15 Stephanie, activities.
 16 **MS. EDWARDS:** Sure. Thank you.
 17 I missed the August meeting so I'll give a brief
 18 report on the Roddick event. When it was uncertain
 19 whether Craig Distl was going to continue to support the
 20 TDA, we used an outside agency to do that post-event
 21 coverage. And I will say we received tremendous
 22 coverage, both on the electronic side and on the print
 23 side and they're to provide us a formalized media
 24 summary by the end of this month. We're waiting for
 25 some of the Lifestyle magazine and things like that to

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1 be published to catch up with that.
 2 Labor Day we had another great event that was
 3 actually funded through our grant, through the TDA
 4 grant. That was the Fireworks Extravaganza at the park
 5 that Village Green put on and Alex was involved in, and
 6 there was -- the estimate that I heard was about 1300
 7 people. So that was a nice opportunity to carry over
 8 the fireworks for the July 4th when it was soggy. Bob
 9 knows well.
 10 We also had the Rotary Arts and Crafts Festival,
 11 which we had about 4,000 visitors come through. So that
 12 was well attended and the weather cooperated for that,
 13 thank goodness.
 14 Last weekend in an effort to promote regionally
 15 this destination as a sports enthusiasts attraction we
 16 sponsored the Cashiers Trail Mix, which is the first
 17 trail run held in Jackson County. And it was combined
 18 with a teen adventure run also up at Chinquapin
 19 Community. For those of you that might not be familiar
 20 with that, it's off Cedar Creek and Breedlove to the
 21 east of Cashiers.
 22 Very well attended. We've already gotten press in
 23 the Atlanta area and lots of interest and expectation
 24 that that will be carried forward next year.
 25 And the organizers specifically planned and

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1 targeted the regional audience so that we could --
 2 **MR. BELL:** How many participants participated in
 3 that?
 4 **MS. EDWARDS:** Pardon?
 5 **MR. BELL:** How many participants?
 6 **MS. EDWARDS:** We had -- I think there were about
 7 130 that actually ran in the race.
 8 **MR. BELL:** That's good.
 9 **MS. EDWARDS:** And there were probably another
 10 hundred or more that just came for the music and
 11 festival and such. We had folks from as far away as
 12 Orlando and also from Atlanta.
 13 And the running, the 5-mile aspect of it that was a
 14 mountain trail run is a purist activity. I mean it's a
 15 purist event for the runners. And it was just -- they
 16 were bowled over by the beauty of the run and the
 17 condition of the trails. So very positive.
 18 And then probably topping the list of everything,
 19 for those of you who may not be aware we have the USGA
 20 Senior Amateur Championship that kicks off tomorrow at
 21 Wade Hampton, and there's been tremendous cooperation
 22 with that. Obviously it's to a national audience with
 23 the broadcast but we'll receive regional coverage from
 24 the media as well.
 25 And the economic impact, the estimate that I saw,

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1 and I may be off, I think it was around 7 million. It
 2 may have been more. That's just for a week -- a week's
 3 period here.
 4 So that's a great example of targeting an audience,
 5 having, of course, Wade Hampton step up and contributing
 6 considerably financially to that, and we'll benefit from
 7 that as well.
 8 So we have a busy week in Cashiers.
 9 Oh, and I also have our inquiry reports and I'll
 10 distribute that.
 11 If anybody has any questions, I'm more than happy
 12 to respond.
 13 **MR. MEADS:** All right, thank you. Ms. Spiro.
 14 **MS. SPIRO:** I'm passing around an inquiry report
 15 for the month of August. The one thing I would just
 16 want you to make note of is on the back of the front
 17 page you see a column for newspaper and you see the
 18 Number 250 in there, that's the number of phone calls or
 19 e-mails that we received from one article that was
 20 produced the first week of August by Craig in the
 21 Atlanta Journal on the fly fishing trail.
 22 **MR. MEADS:** Which one was that? I'm sorry.
 23 **MS. SPIRO:** That was the newspaper column on the
 24 back side of this first page and it says 250. That's
 25 the number of phone calls and inquiries we received.

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1 That is not including the number of people who went
 2 directly to fly fishing trail dot com and downloaded the
 3 map themselves or got the information that they needed
 4 on their own.
 5 Alex might expand on that a little bit. I know he
 6 had some additional feedback from that article.
 7 **MR. BELL:** Yeah, it was very well received. I
 8 mean, I got several phone calls specifically about it.
 9 And I had spoken to several fly fishing clubs, one in
 10 Marietta and one in Atlanta, and several of those
 11 members contacted me directly and said that they'd seen
 12 it in the paper. So it was good.
 13 **MS. BOWERS:** Is that the one I was in? I don't
 14 know.
 15 **MS. SPIRO:** Yes. Yes, you were on it. There were
 16 several accommodations that were listed there in the
 17 side bar of the article. So that's good; I'm glad you
 18 got some business from it.
 19 Walk-in traffic continues to be very good at our
 20 visitors center downtown and in Dillsboro. September
 21 will be, I expect, a little bit lower, especially in
 22 Dillsboro, because the train is not running in Dillsboro
 23 at this time.
 24 Your name cards are for a seasonal event. So I
 25 would like for you to take that back with you.

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1 I want to remind you about the Pottery Festival
 2 coming up in November, and prior to the Pottery Festival
 3 we have ColorFest in Dillsboro on October 5th. It's a
 4 wonderful street festival in downtown Dillsboro which
 5 consists of artists doing their craft right on the
 6 street and a taste of Dillsboro where there are
 7 different vendors involved providing food products and
 8 things that you can taste right on site. It was very
 9 successful last year and it's grown this year and we
 10 have even more vendors this year and we're expecting a
 11 very good turnout.
 12 And coming up in December, I have some brochures
 13 for Hard Candy Christmas. And I'm giving those to you
 14 in advance so that hopefully you will go and disburse
 15 those to your guests and customers as well.
 16 Hard Candy Christmas takes place just down the
 17 street in the Ramsey Center. This is its, I believe,
 18 seventh year at the Ramsey Center. It has been in
 19 business much longer than that but at a different
 20 location.
 21 So the Ramsey Center is very successful to that
 22 event and it occurs the day after Thanksgiving and two
 23 days after. People are up here buying trees and
 24 thinking about Christmas.
 25 **MS. TEASLEY:** And what is it?

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1 **MS. SPIRO:** It is a craft festival. She has a
 2 hundred crafters that come in every year. And it's not
 3 specifically only a Christmas craft, it might be
 4 something else, or art, but many people shop and are in
 5 town those two days and get a tree, there are tree
 6 growers there as well. So it's a great place to go and
 7 get something made right in the mountains.
 8 **MS. TEASLEY:** You have a rack card or brochure?
 9 **MS. SPIRO:** Yes. They're right over here.
 10 May I answer any questions?
 11 **MR. BELL:** Can -- we've got the LEAF Festival
 12 coming up.
 13 **MS. EDWARDS:** Oh, I apologize.
 14 **MR. BELL:** No, I --
 15 **MS. EDWARDS:** I should have mentioned that.
 16 **MR. BELL:** It's only because you mentioned that.
 17 LG called me this morning and I know that they had 110
 18 vendors signed up. So it will -- and that's
 19 October 12th, 11th and 12th.
 20 **MS. EDWARDS:** 11th and 12th, right.
 21 **MS. TEASLEY:** Where is that?
 22 **MS. EDWARDS:** It's at the Village Green right at
 23 the crossroads.
 24 Yeah, and the festival, the aspect of it I think is
 25 really positive, we had over 80 -- more than 80 at the

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1 Rotary, most of whom are from outside the area.
 2 **MR. BELL:** There's a concert the night of the 12th,
 3 I guess it is, at 7:30.
 4 **MS. EDWARDS:** And that actually -- if I may.
 5 Sorry, it's all coming back to me now.
 6 **MR. BELL:** Sure.
 7 **MS. EDWARDS:** They're also a grant recipient, which
 8 I think is worth noting, for that particular event.
 9 **MR. MEADS:** All right. Anybody got anything they
 10 want to add?
 11 **MS. HATTLER:** Could I ask --
 12 **MR. MEADS:** Yes, ma'am.
 13 **MS. HATTLER:** -- Julie and Stephanie a question,
 14 please?
 15 I know I get some e-mail from the both of you
 16 regarding articles that Craig wrote, I don't know. But
 17 every time, anything that you see, if you would tell me,
 18 because it would be great to put in the newsletter.
 19 (unintelligible)
 20 **MS. TEASLEY:** Do you want to know things that
 21 didn't come through him but happened too?
 22 **MS. HATTLER:** Sure.
 23 **MS. TEASLEY:** Like we got an article in the
 24 Nashville, Tennessee, arts magazine last week.
 25 (unintelligible) She said, "I think I'll do Balsam

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1 Mountain Inn." I said okay.
 2 **MR. JUMPER:** Three things. One is a question. The
 3 National Kayaking happened, what, the 3rd through
 4 the 8th, something like that. How were you all
 5 affected? How were the establishments? Did you see any
 6 lift at all from that event?
 7 **MR. PATEL:** Zero.
 8 **COMMISSIONER GREENE:** There's a good article,
 9 Robert, in this week's Smoky Mountain Times about who
 10 was positively affected by it. Some -- whatever that
 11 motel is as you come down Veterans Boulevard saw no
 12 change; it was like a typical week in September. But
 13 some of the restaurants, I remember specifically
 14 Anthony's and one other, said that they really hadn't
 15 been impacted by the increased crowd. But look on the
 16 Smoky Mountain Times website and you'll see that.
 17 **MR. JUMPER:** All right, I will do that. But I was
 18 curious. Especially since you guys are connected on the
 19 ground, I wanted to know what kind of impact that had.
 20 The second thing is, thank you all very much for
 21 your thoughts and prayers for my wife. She is
 22 recovering. It's a long recovery when you break an
 23 ankle. It's difficult, but we are getting through it.
 24 She's moving around a little bit. So thank you for
 25 that.

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1 The last one, which will be especially important to
 2 the press, October 1st through the 5th is the Cherokee
 3 Indian Fair. Uncle Cracker's coming. He's our Thursday
 4 night entertainment. We have six or eight sticks ball
 5 games for that time.
 6 But the thing that's most important for the press
 7 to know is, the chief, the vice chief and the chief of
 8 police have all agreed to participate in a little
 9 election during that fair. The one that gets the most
 10 votes -- and the way you vote is to give one dollar to a
 11 charity, the Madison Hornbuckle Foundation -- the one
 12 who wins will kiss a pig on stage. And I think it will
 13 be big news if the chief kisses a pig on stage at the
 14 amphitheater in Cherokee.
 15 So just come and have some fun with us October 1st
 16 through the 5th in Cherokee.
 17 Julie, when is the unveiling of the mural?
 18 **MS. SPIRO:** On the 5th, October 5th.
 19 **MR. JUMPER:** On the 5th?
 20 **MS. SPIRO:** In association with the ColorFest.
 21 **MR. HARTBARGER:** I saw it. The mural is beautiful.
 22 **MR. MEADS:** October 16th is our next meeting at
 23 1 o'clock, and I guess it will be up in Cashiers. We've
 24 still got work to do.
 25 Hopefully -- will you copy me on your questions

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1 that you have for BCF and the other ones? And then I'll
 2 try to get some responses so we don't have to wait a
 3 another whole month to do what we should have been
 4 doing.
 5 **MR. DEWS:** I think the priority there is to nail
 6 down the color, literally.
 7 **MR. MEADS:** Well, no, I'm talking about the writing
 8 of the marketing plan between Brandon and BCF.
 9 I'll get that done.
 10 **MR. DEWS:** Yeah, we need to nail that down so we
 11 can start using it.
 12 **MR. BELL:** If you do that, you just send that
 13 around. We've already done the voting.
 14 **MR. MEADS:** Exactly.
 15 **MS. HATTLER:** I don't think we should use it until
 16 we have the detailed plan of how it should go out. Is
 17 that what we decided?
 18 **MR. DEWS:** Yeah, the usage Robert brought up, now
 19 I'll never forget, but --
 20 **MR. JUMPER:** But I think internally we can blast
 21 away.
 22 **MS. TEASLEY:** Is it allowable for the chambers to
 23 produce stuff to sell like T-shirts and bumper stickers?
 24 **MR. MEADS:** That will be in the guidelines, I'm
 25 sure.

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1 MS. TEASLEY: I hope so. Because someday they
2 ought to be available.

3 MR. MEADS: We need to have everybody use it the
4 way it's going to be designed to be used. Because
5 that's our brand, that's our calling card and, you know,
6 it's only going to be as effective if I'm using it,
7 you're using it, they're using it, within certain
8 guidelines of how you use it.

9 MS. TEASLEY: But I would love to see it in its own
10 purity with nothing else with it on T-shirts and bumper
11 stickers that we can buy and use.

12 MR. MEADS: Yeah.

13 MR. DEWS: That's why I wanted to know the colors.

14 MS. TEASLEY: Because the "Virginia is for Lovers"
15 is on T-shirts and things like that.

16 MR. MEADS: Those are the ones -- the guys that did
17 it.

18 MS. TEASLEY: Oh, I know that.

19 MR. MEADS: So they can make the guidelines.
20 All right, motion to adjourn?

21 MS. TEASLEY: So moved.

22 MR. JUMPER: Second.

23 (The meeting was concluded at 2:00 p.m.)
24
25

SPERLING & BARRACO, INC.

1 STATE OF NORTH CAROLINA)
2 COUNTY OF BUNCOMBE)
3

4 I, CATHY J. WALKER, CSR, a notary public in and
5 for the State of North Carolina, do hereby certify that the
6 foregoing pages constitute a true and correct transcription
7 of my stenographic record of the proceedings had in the
8 aforementioned cause; that I am not related to any of the
9 parties to said cause or their counsel, and that I am not
10 interested in the event thereof.

11 WITNESS my hand this 26th of
12 September, 2013.
13

14 _____
15 NOTARY PUBLIC
16 Number 19953520006
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SPERLING & BARRACO, INC.

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