

Graham County Travel & Tourism Regular Board Meeting

December 5, 2019

5:30 p.m. – 7:00 p.m.

Attending: Dale Wiggins; chairman, Robin Turner; vice-chairman, Billy Brown, Rick Davis, Mary Griffin

Absent: Jessica Wehr, Meredith Jenkins

Chairman Wiggins called the meeting to order at 5:30 p.m.

Chairman Wiggins asked for a motion to approve the minutes for the November 7, 2019 regular meeting. Billy Brown made a motion to approve the minutes. Robin Turner second the motion.

Vote Unanimous

Becky Garland: Finance officer was not present.

Chairman's Remarks: Chairman Wiggins said that he would share later about the Lake Santeetlah bike trail. He commented that there was consideration of advertising in "Our State Magazine".

Calendar Report: Mary Griffin presented a draft of the 2020 Travel & Tourism Calendar. She stated that she needed more pictures. She explained some of the changes from last year's calendar.

Robin Turner showed a picture of a carving of Smokey the Bear which he was interested in having the Board get for the office. He explained that new signage for the building and possibly a facade or awning to define the building entrance is in the works. He also stated that we need an exterior monument sign and nice bold letters on the door of the office that can be easily seen.

Director's Report: See Attached

Daniel asked Chelsea and Hunter Turner of Little River Creative to present a brief report on their work. Chelsea and Hunter first presented the updated guest log for the visitor center office and explained how this information was sorted, tabulated and used. Chelsea and Hunter then presented their monthly report of Facebook analytics, including an annual social media recap covering the period January 1, 2019 thru November 30, 2019. Their report showed our social media efforts are reaching a big audience in a number of states, and by the end of this year we will have reached one million unique individuals.

Daniel complimented the Board on their choice to invest in social media promotion and thanked Hunter and Chelsea for an incredible job they are doing for Graham County Travel and Tourism.

Rick Davis asked if he could update the Board on the "Kids in Parks" project. Mr. Davis showed the Board a picture of the sign and kiosk that was being made for the CCC Camp trail head. He

also said that the track trail project would probably be finished by Spring, and pointed out that with its connection to the Robbinsville fitness trail we were actually getting two track trails.

Robin Turner asked about what we would need to do to be known as a pet friendly county. After a brief discussion, the Board was interested in obtaining more information about a “Fido Friendly” designation.

Chairman Wiggins briefed the Board on the 100 mile bike trail concept. This project was the brain child of David Kerr. The trail would start at Tsali and travel 100 miles within Graham County before ending back at Tsali. The Santeetlah Lake Trail would be a part of the 100 mile trail. There is a good possibility of getting grants to help with this project.

Chairman Wiggins informed the Board that REVVEDUP, the Town of Robbinsville, and the RTDA are working to make Robbinsville a “Christmas Town”. RTDA agreed to fund half of the cost of the Christmas decorations if Graham County Travel & Tourism would fund the other half. The total cost is approximately \$3600. Chairman Wiggins suggested seeing a list of what is being done and its cost before agreeing to fund it. Consensus of the Board was to help in some way. Chairman Wiggins instructed Daniel to get with REVVEDUP and get exact cost information and share it with the Board.

No Public Comment:

Santeetlah Lake Trail: Chairman Wiggins explained that in prior meetings the Board had voted to enter into an agreement with the US Forest Service to reconstruct, upgrade and maintain the Santeetlah Trail. He presented to the Board a Volunteer Service Agreement and proposed that the Board put the trail reconstruction out for bid.

After discussion, Chairman Wiggins asked for a motion for Graham County Travel & Tourism Authority to join in the Volunteer agreement with USDAFS, Cheoah Ranger District to reconstruct, upgrade and maintain Santeetlah Lake Trail to Forest Service standards. Rick Davis made a motion to sign the Volunteer agreement. Robin Turner second the motion. **Vote Unanimous**

Chairman Wiggins then asked for a motion to put the reconstruction of the trail out for bid. Robin Turner made a motion to do so. Billy Brown second. **Vote Unanimous**

No New Business

No Old Business

Chairman Wiggins thanked everyone for coming and if there was nothing else; asked for a motion to Adjourn.

Billy Brown made a motion to **Adjourn**. Robin Turner second. **Vote Unanimous**

Next meeting January 9, 2020

Closed session if necessary – G.S. 143-318.11 (a) (1) (3) (5) (6) For privileged or confidential and Attorney/client, contract, personnel privilege