

GRAHAM COUNTY TRAVEL & TOURISM REGULAR BOARD MEETING

MAY 6, 2021

4:00 PM – 6:00 PM

The meeting was held at the Graham County Community Building, 196 Knight Street, Robbinsville, NC 28771

Present: Chairman Dale Wiggins, Vice-Chairman Robin Turner, Billy Brown, Rick Davis, Valerie Frapp, Meredith Jenkins, Patricia Cable

Chairman Wiggins called the meeting to order at 4:00 pm

Chairman Wiggins announced that there would be a change in the Agenda to allow for discussion about the proposed Robbinsville Garden Club project.

Chairman Wiggins asked if there were any questions concerning the minutes for April 1, 2021 and for a motion to approve the minutes. Billy Brown made a motion to approve the April minutes. Robin Turner second the motion. Vote Unanimous

Financial and Budget Report: Becky Garland, financial officer, gave the financial report and budget update. The Total Cash Available for Expenditures is \$489,457.68. Capital Reserve has \$84,892.39 and 53.95% of the budget has been expended.

Ms. Garland presented the Board with Budget Amendment #5 FYE 6-30-21 for \$5000 for Fireworks allocation to Fontana. This Amendment had been approved previously and needed to be signed by the Board.

County-Wide Tourism Marketing Plan:

Michelle Shiplet, GREAT Director, appeared before the Board to update them about the Beloved Cherokee Women Mural Project, and to request a grant match. Ms. Shiplet explained that GREAT had received permission from the ARC to repurpose monies not spent from a previous grant. She then asked the Board for \$2250 to be used as a grant match to help develop a county wide marketing plan. After discussion Rick Davis made a motion to give GREAT the \$2250. Meredith Jenkins second the motion. Vote Unanimous

Chairman's Remarks: Chairman Wiggins updated the Board on the Santeetlah Lake Trail project. He stated that he is very happy with what has been accomplished on the trail, and that the project is 95% complete. He further commented that the trail is beautiful and that the Forest Service is pleased with what has been done.

Committee Report: Welcome Center/Office: Robin Turner stated that Ms. Garland is reviewing the purposed agreement for the Welcome Center's exterior sign. He is working to perfect the design and he hopes to have the cost estimates ready soon.

Public Comments: Jon Colwell gave the Board an update on the REVVEDUP mural project. He stated that The Town of Robbinsville has voted to fund their portion of the project. Mr. Colwell then explained to the Board that he and his Board are working to address the concerns about the project. Mr. Colwell concluded by asking if he could have a definite answer about receiving funding for his project by the next meeting.

Director's Report:

Daniel Allison

After Mr. Allison concluded his report, and discussions, he brought some funding requests before the Board:

- 1) The Board confirmed their prior vote to add the \$10,000 ad in "Our State" magazine.
- 2) Graham County Festivals: Valerie Frapp made a motion to approve \$3500 out of the 2020/2021 budget for the Graham County Festivals. Billy Brown second the motion. Vote Unanimous
- 3) Stecoah Valley Center: Billy Brown made a motion to approve \$5000 to help support Stecoah Valley Center's marketing and promotion of the Center out of the 2020/2021 budget. Robin Turner second the motion. Vote Unanimous
- 4) Fading Voice and Trail of Tears: Robin Turner made a motion to approve up to \$3000 to help promote Fading Voices and Trail of Tears Walk. Billy Brown second the motion. Vote Unanimous.

New Business: Chairman Wiggins stated that there was one item of new business for the Board to consider. Mary Griffin had emailed a request to the Board to fund a Robbinsville Garden Club beautification project. This request was for \$595.50 to replace the flowers and containers along the fence at Five Point. Valerie Frapp made a motion to approve the request. Rick Davis second the motion. Vote Unanimous

Adjourn:

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

Next meeting June 3, 2021