

TOWN OR LAKE SANTEETLAH
Tourism Development Authority
January 13, 2025 at 12:00 PM
PUBLIC MEETING AGENDA

Meeting called to order

Approval of Agenda

Financial Report as of January 7, 2025

Checking: \$4,468.90; Savings: \$1,548.41

Revenue July 1, 2024 - January 7, 2025: \$7,138.60; Interest: \$5.06

New Business:

- 1) Budget Amendment to cover an increase of the cost of Insurance Bond covering the Financial Officer.
- 2) Still no occupancy tax submitted by vrbo.com. Listings shows verb.com collects tax for the Town.

Old Business:

- 1) OurState Magazine advertisements — April ad is due for publication on Jan. 29.
- 2) Engraved paver bricks project for the front entrance has been successful. Funds to be used to make repairs on the Guard Shack. When repairs are complete I will work with TPOA to make posters highlighting the Town and Lake history.
- 3) I have not researched costs to replace the benches around Thunderbird Trail and Cherokee.

Request for Public Comments

Motion to close meeting

Adjournment

TOWN OF LAKE SANTEETLAH
Tourism Development Authority
September 23, 2024, at 1:00 p.m.

Public meeting minutes

The meeting was called to order at 1:00 p.m. by Diana Simon. In attendance were board members: Diana Simon, Joe Simon, Bill Piel and Karen Taylor.

Motion was made to approve the Agenda by Joe Simon, seconded by Bill Piel.
Unanimous

Approval of June 7, 2024, Budget and Public Meeting Minutes motion by Joe Simon, 2nd Bill Piel. Unanimous

The Financial Report as of September 22, 2024, was presented by Diana Simon.

Checking \$4737.53 Savings: \$1543.00

Revenue July 1-September 22, 2024: \$4064.71; Interest: \$1.51

NEW BUSINESS:

1. Collection of Occupancy tax, VRBO.com has not been collecting or making payments of Town occupancy tax. The Town and rental home owners have reached out to VRBO with requests for collection. Tax is collected and submitted by Airbnb, Evolve and a few rental homeowners. Cherokee Realty is not paying either. A legal letter from the TOLS reaching out to these businesses was discussed. This issue will be discussed with the League of Municipalities.
2. Advertisement in Travel, Taste, and Tour magazine for Fall 2024 issue with supporting online for October-December placement is \$1000.
4. Our State Magazine advertisements consist of four 1/6 page ads, for July, October, February, and April total \$7460. (4 ads @ \$1865). A discussion was held about TDA not be able to afford February and April ads.
5. Discoversanteetlah.com website is down. Discussion about business software for the TDA was discussed. Joe Simon made the motion to

continue using the current software package for TDA, 2nd Karen Taylor.
Unanimous

6. Saturday 21st Lake trash Pickup was very successful. Previous homeowners Ron and Matt Zuenen brought in an enormous amount of trash in their small fishing boat. Great turnout of TOLS volunteers.
7. Saturday 21st is the Robbinsville Poker Run sponsored by RevedUP had locals and visitors cruising a route following highway 129 N, to Fontana Village, south on Highway 28 thru Stecoah to NOC and along the Nantahala River back to Kin Café in Robbinsville to enjoy music and burgers at the Graham County Courthouse. 22 people were registered.
8. Robbinsville Tourism Authority has invited the local TDA's to meet with them Thursday September 26th at Kin Café.

NEW PROJECTS:

TPOA and the TOLS are selling engraved paver bricks at the front entrance to make repairs on the Guard Shack. A suggestion to make posters consisting of local history and posting them in the Guard Shack was discussed.

Benches were discussed and it was agreed that metal ones would be more durable. Diana Simon will get prices.

Motion to adjourn by Joe Simon, 2nd Bill Piel. Adjourned at 3:50 p.m.