



CHEROKEE VILLAGE ADVERTISING AND PROMOTION COMMISSION Meeting Minutes Thursday January 25, 2024

Commissioners Present: Rhodes, Decker, R Smith, and Walton in person, Rowland via phone. Amanda Smith, CVA&P Marketing Coordinator also present.

Meeting called to order by Rhodes (3:00 pm)

Minutes: December 7, 2023 minutes accepted as written. R Smith, Rowland

Financials: Current financial report approved. R Smith, Rowland

Old Business:

2024 Solar Eclipse Festival: One of the eclipse Facebook posts has over 1K views. The postcards & brochures are going to IL show and bridal show. Need new brochure after eclipse. Ferris wheel deposit sent. Hedges and Artents deposits will be sent soon. Discussed purchasing additional walkie-talkies through CVA&P. Hiring a part-time person to help with social media marketing at minimum wage. Rhodes talked to the Municipal League and they say the city's insurance umbrella covers all events and yes we can charge for parking in city lots.

AIRBNB/VRBO rental tax collection: Owner database/contact list update in progress.

Grant from CREATE BRIDGES: Nothing new on Voyage update.

Website updates: separate tabs for lodging & events? The lodging just went live including Baseheart Campground.

Vacant Commissioner Position no update.

Ronnie Brogdon Classic Great success!! Many tax reporting services were utilized throughout the event.

New Business:

Ideal Living Show: We need a Discovery Package! State is taking notice of us. Over 100 contacts from show. Discussed attending Washington DC show-no prefer Texas show.

Wedding Expo: Amanda is going for Riverview Falls & Kelly Harrison & Rachel Jones for Cooper's Pointe 1/27/24

Land Lease: Rob Smith made a motion to approve the Land Lease for the Eclipse Festival, seconded by Pam Rowland, motion passed. Julie Decker will sign on behalf of CVA&P.

Governors Conference: Jonathan, Amanda, Eileen and Julie are attending the conference in Jonesboro Feb 25-27. Rhodes and Decker approved activating a debit card on our checking account to make it easier to pay for CVA&P items instead of reimbursing people.

July 4: Rob Smith made a motion to allocate up to \$11,000 for fireworks, seconded by Eileen Walton, motion passed. Pamela Rowland is in charge of the event and will contact them. 2025 is CV 70th anniversary and July 4th is a Friday. Discussed having more activities for July 4 weekend and possibly throughout the year-Harvestfest??

Community Calendar

Jan 27 Bridal Show-West Plains Amanda going

Apr 6-8, 2024 Total Solar Eclipse Festival-CV

Apr 27, 2024 Pie Fest & 5K Pie Race

May 25-July 27-Spring River Farmer's Market

Next Meeting: Thursday Feb 22, 2024 at 3 p.m.

Meeting Adjourned at 4:40 p.m. R Smith, Decker

Respectfully submitted by:

Julie Decker

Minutes approved by A&P Commission _____ (date)