



PFHA, INC.  
PIGEON FORGE HOSPITALITY & TOURISM ASSOCIATION  
MEMBERSHIP MEETING  
MINUTES  
MUSIC ROAD CONVENTION CENTER  
APRIL 14, 2016

President Karl Thomas thanked everyone for attending and thanked Music Road Hotel for hosting the meeting.

Following the Prayer and Pledge of Allegiance the meeting was called to order

Sande Weiss, General Manager of Music Road Hotel and Convention Center spoke

A motion was made by Tom Headla to approve the March 10, 2016 Membership Minutes and seconded by Pam Smith, with no opposition the motion carried.

The Financial Report was read by Treasurer, David Wear:

PFHA, Inc.

Beginning Balance as of 3/1/2016	\$4039.06
Deposits	\$13381.00
Checks Written	\$8745.05
Ending Balance as of 3/31/2016	\$8675.01

Pigeon Forge Hospitality Association LLC.

Beginning Balance as of 3/1/2016	\$7221.92
Deposits	3347.50
Checks Written	121.16
Current Balance as of 3/31/2016	\$10448.26

Reports

- Communications Committee: Joe Fall
  - The April 6 SCHC Trade Show was a success:
    - a) 179 Trade Show Booths
    - b) 474 Attendees-up 74 over 2015
    - c) Dozen seminars attended by 72 people
      - ❖ 5 people paid for the ABC Licensing seminar
  - Please remember to check in today on Facebook and Share!

- Education – Joe Fall
  - Scholarships
    - a) 4 \$1000 scholarships are to be awarded this year to Pigeon Forge High School seniors and will be presented at the June Monthly Member Meeting
    - b) In the past PFHA has awarded 2-4 each year
    - c) Deadline for applications is April 15, 2015 to Eric Bohanan at the high school
    - d) 6 students have picked up applications
    - e) Committee would like to hold back \$1000 to be distributed in continuing education scholarships to members working in the industry
      - ❖ Committee plans a more formal roll out of information on this in the future
- Membership Committee: Donna Huffaker
  - Welcome New Members in Attendance, please stand

#### Other Reports

- City & County Government – Leon Downey, Department of Tourism
  - Preliminary figure for February 2016 as compared to 2015
  - Gross Receipts up 19% and up 17% for the year
  - Amusements up 26% and up 17% for the year
  - Lodging up 13% and up 17% for the year
  - Restaurants up 25% and up 19% for the year
  - Butch Helton, Pigeon Forge Department of Special Events
    - a) The department of special events is preparing for “A Mountain Quiltfest”
    - b) The Annual Dolly Parton Homecoming Parade is scheduled for May 2016
    - c) We are happy to announce that the headliner for the Patriot Festival on July 4 will be

#### Presentation

Dr. Steve Morse, Director of Hospitality & Tourism Program, College of Business, Western Carolina University. He is an economist and associate professor teaching courses in hospitality and tourism business demand analysis. For ten years he was on the faculty of the University of Tennessee and served as director of the Tourism Institute at UT Knoxville. He is a frequent speaker at state and national tourism conferences and conducts workshops and seminars for tourism organizations. He earned his B.S. from the University of Georgia and his Ph.D. from the University of Tennessee.

#### The Economic Impact of Tourism

The Next Meeting is May 12, 2016 at Country Tonite Theater

#### Adjournment

Respectfully submitted by Betsy Burgin