



PFHA, INC.
PIGEON FORGE HOSPITALITY & TOURISM ASSOCIATION
MEMBERSHIP MEETING
MINUTES
AUGUST 11, 2016

Following pre-show entertainment by Lumberjack Adventure, President Karl Thomas opened the meeting and thanked The Lumberjack Adventure Theater for hosting the meeting.

Following a prayer by Andrew Byrd and Pledge of Allegiance the meeting was called to order by President Karl Thomas at 11:47 a.m. at The Lumberjack Adventure Theater in Pigeon Forge.

- PFHA Committee Reports
 - Communications Committee: Eric Bradley
 - Please remember to check in today on Facebook and Share!
 - Tuesday August 9th was the 19th Annual PFHA Golf Tournament presented by S & D Coffee and Tea
 1. Beautiful day, no rain
 2. 70 Teams Registered
 3. 11 Exclusive Hole Sponsors
 4. Silent Auction with Vacation Packages, Baskets, and assorted products/services
 5. Thank you to all our PFHA Partners, Teams, and Contest sponsors
 6. Thank you to Title Sponsor S & D Coffee & Tea, also Gold Sponsor Sysco, and Silver Sponsor Reinhart Food Service
 7. Bronze Sponsors: IMEG, Mobile Brochure, Riverstone Resort, and Rafting in the Smokies
 - Coming up:
 1. August 17th for a salute to veterans at the Smoky Mountain Opry at 8:30 a.m.
 2. August 18th is the ribbon cutting ceremony at The Boys & Girls Club in Pigeon Forge
 3. "Forging Together" after hours at the Hard Rock Café on September 14 from 5-7 p.m.
 4. Governor's Conference on Hospitality & Tourism is September 21-23, 2016 in Chattanooga, there is still time to register
 - Membership Committee – Donna Huffaker
 - With the addition of new members, the total is now 217
- Other Reports
 - City & County Government

- Butch Helton, Pigeon Forge Department of Special Events
 1. Veteran's Homecoming Parade August 27 at 9 a.m. on the parkway
 - ❖ Still time to add patriotic or military inspired entries
 2. Two car shows are coming up in September
 3. Winterfest kicks off on November 8, 2016

- Phil Campbell, Department of Tourism
 1. Revenue Report
 - ❖ Preliminary figure for June 2016 as compared to 2015
 - ❖ Gross Receipts up 10% and up 13% for the year
 - ❖ Amusements were up 10% and up 11% for the year
 - ❖ Lodging up 17% and up 20% for the year
 - ❖ Restaurants up 8% and up 14% for the year
 - ❖ LeConte Center is busy
 - The Jeep Invasion which has grown exponentially
 - World Wide Pentecostal Gathering September 6 – 8
 - Pigeon Forge Rod Run September 15 – 17
 - National Quartet Convention Sept. 25 – October 2

Officer's Reports

- The Financial Report was read by Treasurer David Wear as follows:

PFHA, Inc. Operating Account	
Beginning Balance as of 6 /1/2016	\$ 11421.00
Deposits	\$ 5918.00
Checks Written	\$ 12863.87
Ending Balance as of 6/30/2016	\$ 4475.33

Pigeon Forge Hospitality Association LLC.	
Current Balance as of 6/30/2016	\$1000.00

PFHA, Inc. Operating Account	
Beginning Balance as of 7/1/2016	\$ 4475.33
Deposits	\$27656.50
Checks Written	\$14257.88
Ending Balance as of 7/31/2016	\$17873.95

Pigeon Forge Hospitality Association LLC.	
Current Balance as of 7/31/2016	\$1000.00

Other reports continued

- Area associations and organizations
 - Pigeon Forge Honor Guard – Retired Colonel, Steve Holbert
 1. Have been working on establishing for two years
 2. Recruiting volunteers to participate and also for support duties
 3. Needs community support
 4. No dues or meetings

5. Donations are welcomed

Presentation: Dr. Jackie Parton, Superintendent of Sevier County Schools

- Director of Sevier County School System for 28 years
- 10th largest school system in Tennessee
- Budget is 150 Million dollars
- 29 Schools
- 14,500 students in the system
- System transports 10,000 daily
- 2200 Full time employees, 800-part time
- Hiring 70 new teachers in 2017
- Building a new school in Seymour
- Have applied for funds to start ROTC
- This school year Governor Haslam, in a special amendment, added over 1 million dollars for Sevier County Schools which will help off- set the challenges and short fall caused by the BEP formula funding program
- Receiving \$130,000 this year per school from the Pigeon Forge liquor by the drink tax
- Expanding Culinary Arts program and any student who wants to participate will be able to
- This year begins a three-year plan to achieve a 1:1 ratio of students and computers
- Adding certifications in Cosmetology, HVAC, and Carpentry
- In Sevier County college bound students are able to attend two year colleges FREE because of city, county, and state funding programs
 - 2.7 GPA qualifies
 - With “Tennessee Promise” every student in Tennessee will have this opportunity

Lumberjack Adventure Show Preview

“Welcome everyone to Timber Ridge, the home of two great lumberjack families the MacGregor’s and the Wheelers, where a great competition was held to determine who takes possession of the saw mill”

The Next Meeting is Thursday, September 8, 2016 hosted by Mainstay Suites

Adjournment

Respectfully submitted by Betsy Burgin