



PFHA, Inc.
Membership Meeting
Minutes
August 13, 2015

Welcome: President, Pam Smith

Pledge and Prayer: Andrew Byrd

The meeting was called to order at 11:35 a.m. at Harpoon Harry's Crab House in Pigeon Forge by President Pam Smith

President Smith thanked the owners and staff of Harpoon Harry's Crab House for hosting the meeting

Approval of minutes for July 9 2015 was delayed until the next meeting

The Treasurer's Financial Report was read by Ben Humphries:

PFHA, Inc. Bank Reconciliation

Beginning Balance as of 7/1/15	\$3181.30
Deposits	\$18322.00
Checks written	\$13155.55
Ending Balance as of 7/31/15	\$8347.75

Pigeon Forge Hospitality Association, LLC

Beginning Balance as of 7/1/15	\$17862.19
Deposits	\$43315.00
Checks Written	\$34301.38
Current Balance as of 7/31/15	\$26875.81

A motion to approve the financial report as read was made by Tom Headla and seconded by Karl Thomas, with no opposition the motion carried.

Reports:

PFHA Committees

Communication: Eric Bradley, Chairman

- Golf tournament was a success!
- Thank you to our major sponsors: Title Sponsor S & D Coffee and Tea, Sysco Foods, Rinehart Foodservice, IMEG, Rafting in the Smokies, and Mobile Brochure

- Special thanks to Sign Master for producing the tournament signs in a short space of time, and to the Thomas Group for designing and printing the brochure and poster
- Golf team winners:
 - Morning Flight: 1st: The Thomas Group, 2nd Pepsi Bottling, 3rd Eagles Ridge Resort
 - Afternoon Flight; 1st Riverstone Resort, 2nd Old Mill Square, 3rd S&D Coffee & Tea
- The 2015 Silent Auction was the largest and most successful in association history
- Betsy, Christie, Tracy thank you!
- Thank you to Tom and Ray for being great co-chairs on this committee
- Thank you to all the volunteers that turned out to help us!
- Everyone on the Golf Tournament Committee gave a 110 % on this project
- More details to follow at our next meeting
- GHA: Sept 17th tournament at the Gatlinburg golf course
- September 23rd SHA Mini golf tournament at Tanger-Five Oaks - Old McDonald course
- Housekeeper tournament of champions is on September 9th at Music Road Resort
- Ben Humphries and Betsy are looking for door prizes, volunteers and judges
- Last commission meeting: introduced Martha the new Pigeon Forge mascot
- Pigeon Forge Salute: August 29, 2015 is the veteran's parade on the parkway
- SCHA Trade Show Date has been set for April 6, 2016
- September 16 Forging Together at Hard Rock Café in Pigeon Forge
- September 10 meeting at Mainstay Suites featuring Greg Adkins

Education Committee: Joe Fall, Chairman

- The 4 students at PFHS have received their 1000 scholarships/sent to their respective schools
- Trade Show: Topics in development
- Pro Start Coming up
- Classes start in two weeks
- Don't forget that PFHA has made two \$500 scholarships available for continuing education for new students who are currently working in the hospitality & tourism industries

Events:

- Housekeeping Tournament: Ben Humphries –
 - 1st Fax campaign done, it is on Facebook and website
 - There are flyers on the tables to register your teams
 - We are looking for volunteers and judges to work the event
 - Guest Supply will be supplying all bags for the teams

City and Government: Leon Downey

- The city of Pigeon Forge has a new Mascot and she is here today
- "Martha" (Last living passenger pigeon named Martha at the Cincinnati zoo died in 1900's so they chose the name of Martha for Martha Washington)
- We wanted a friendly mascot, for photos, identifications and engagement and interaction
- Preliminary revenue figures are great: June figures: up 12 % compared to June 2014 and up 11% for the year
- Amusements up 10 % for June 2015, up 9 % for the year

- Lodging revenue was up 16 % for June 2015 and up 20 % for the year

Pigeon Forge Department of Special Events: Butch Helton

- The Veteran's Parade is Saturday August 29 beginning at 9 a.m. with staging on River Road
 - Everyone line up along the parkway please and support these veterans
 - 50 Parade entries to date
- Winterfest Kick-Off
 - Sevierville November 9, 2015
 - Pigeon Forge, November 10, 2015
 - Gatlinburg, November 11, 2015

Other Organizations

- TnHTA: Ken Maples, Chairmen
 - The Governor's Conference on Hospitality & Tourism is October 7-9, 2015 at The Gaylord Opryland Resort in Nashville
 - 500 attendees last year
 - Goal of 600 attendees this year
 - Register now to ensure that you can get a room
 - The future of Tennessee's roads is a priority and the TnHTA favors a gas tax rather than any additional lodging taxes

Speaker Presentation:

Lt. Richard Catlett: Pigeon Forge Police Department introduced David W. Purkey:

David Purkey has served as interim director of TEMA since the April retirement of Jim Bassham. He will also continue to serve as the governor's Homeland Security advisor and assistant commissioner for the Department of Safety and Homeland Security.

- Tennessee and the United States have been facing unprecedented challenges recently
- Numerous warnings have come into the office of Safety and Homeland Security since the beginning of 2015
- Prevention is vital
- Terrorism protocols' were enacted on the day of the shooting in Chattanooga
- The State of Tennessee's resources were focused there
- Governor Haslam traveled with deputy commissioner Purkey to Chattanooga

Dwayne C Collins: Regional Advisor Tennessee Office of Safety and Homeland Security

Thanked PFHA, Ken Maples, and Lt. Richard Catlett for organizing this event

The Department of Homeland Security has established training programs as part of an outreach to communities

Overview:

What is suspicious activity?

Something out of place, out of order, or unusual

Don't assume someone else will report what you see

First point of contact is always local law enforcement

Identity Theft:

Shred everything and only use a cross cut shredder because thieves tape papers back together

Be alert for skimmers that are attached to the front of ATM's and gas pumps

Be cautious when using unsecured wireless networks: Drones can fly over an area equipped with malware that attaches through unsecured wireless networks and harvests data

Sudden Violence:

Be aware Be Conscious

Always note where exits are located

Run, Hide, Fight

The state department of safety offers training workshops free to communities and businesses

PFHA will begin hosting these workshops in November

President's Report:

- The Stages West fire is a tragic event however Stephen and his family are being very positive
- Stephen complimented the Pigeon Forge Fire Department and Police
- Governor's conference: October 7-9 2015 at the Gaylord Opryland Resort in Nashville
- Next Forging Together Networking Event: September 16 at the Hard Rock Café in Pigeon Forge
- Next meeting is September 10th at Mainstay Suites and will feature Greg Adkins as our speaker as well as a tribute to first responders

Adjournment

Respectfully submitted by Betsy Burgin

