



**Pigeon Forge Hospitality Association, LLC.
Membership Meeting
Minutes
Lumberjack Feud
Thursday December 11, 2014 11:30 AM**

Call to Order President, Johnny Hill

Pledge of Allegiance and Prayer: Andrew Byrd

Welcome: President, Johnny Hill

Presentation of check to Boys and Girls Club:

President Johnny Hill presented a check for \$7500.00 to Mark Ross of the Boys and Girls Club of the Smokies.

Presentation of check to SCLA:

President, Johnny Hill presented a check for \$12,500 to Ken Maples, President of the Sevier County Lodging Alliance in order to support the TPAC fund.

Reports:

Reading of Treasurer's report and approval of bank reconciliation, Ben Humphries

Beginning Balance December 1, 2014	\$26,759.76
Deposits of	2,963.00
Checks Written	21,251.30
Current Balance	8, 471.46

Motion to approve the report as read was made by Teresa Karson and seconded by Andrew Byrd

PFHA Committee Reports:

Communications: Ken Maples, Chairman

The TnHTA Legislative Day on The Hill will be March 4, 2015 in Nashville.

The SCLA Trade Show will be March 31, 2015 at LeConte Center.

The SCLA will have a new president in 2015, Christy Connatser.

The Pigeon Forge Police Department is hosting a Citizen Police Academy and there will be information concerning this on the PFHA website and PFHA Facebook page.

Meetings: Pam Smith, Chair and Vice-President

Beginning in January 2015 there will be an increase in the luncheon fee from \$13 to \$15 and non-members will pay \$20 as will anyone who does not reserve and walk in on the day of the luncheon meeting.

This is in order to help absorb the cost of reserved meals not paid for. The monthly meetings committee has almost completed the calendar of meetings and events for 2015. That list is posted on the website and is updated regularly.

Education: Joe Fall, Chairman

Today is the last day that Sarah McBrayer will be working the sign in table because she is graduating from Walters State. Sarah has helped PFHA for three years. She has also grown and excelled in the past three years and we would like to thank Sarah today. Chairman Joe Fall gave Sarah a floral bouquet from WSCC and a gift bag from PFHA.

A new student is training today, Lindsey Mathiney and she will help at each monthly PFHA meeting and the golf tournament and special events just as Sarah has.

These students are an example of the 30-40 WSCC students that have benefited both from the money given by PFHA and from the money raised through the "Bowling for Tourism" Bowling Tournament. This year's tournament is the 14th annual and will be at the Pigeon Forge Community Center.

Prostart is February 21, 2015 in Nashville. This event needs judges and volunteers. Walters State usually sends eight people to work the event.

Events: Teresa Karson and Ben Humphries

The upcoming PFHA Frontline Christmas Party is December 16 from 6-9pm at The Music Road Hotel. There are sign-up sheets on the tables near the entrance and those need to be submitted asap! We will be giving away \$1500 in gift cards, plus there will be a fully catered meal by Diverse Concepts plus two DJ's, Karaoke, games, contests, and lots of door prizes.

"Bowling for Tourism" is January 22, 2015 from 4-8pm at the Pigeon Forge Community Center. There will be a 4pm and a 6pm flight, 10 team per flight. We need to raise \$4000 through this event for Walters State Community

College! Thank you to Ray Ogle for donating food for the bowling event. You will receive more information about this event by email.

City, Government, and Organizations:

Leon Downey, Executive Director of the Department of Tourism

The preliminary figures show that revenue for October 2014 was up 10% with an overall increase of 8% for the year.

We have good news regarding LeConte Center. In the first twelve months of operation the center hosted 25 events with 250,000 people attending. Three of those events generated 2.4 million dollars in state, county, and city taxes related to attendee spending.

Pigeon Forge Special Events Office: Butch Helton

Winterfest events continue with Wilderness Wildlife Week coming up January 24 – 31, 2015 at LeConte Center. This is a free event with over 400 workshops and hikes plus vendor exhibits. This year we will also have Bill Landry and Sam Venable.

In February we host the 15th annual Saddle Up at LeConte Center from February 18 – 22, 2015. Several previous participants will return this year plus we will have probably the best known cowboy poet of all Baxter Black. The schedule is online now and tickets are available at the website.

Introduction of speaker: Ken Maples

Karen King, Assistant Superintendent of Finance, Sevier County School System spoke about the inconsistencies in the BEP formula used to fund county school systems across the state of Tennessee. She explained how the formula is written and its components and why this is a disadvantage for Sevier County based on a tourist economy that generates a large amount of tax in a low population, low median income county with a very high percentage of students using the assisted meals program.

Acknowledge and thank Lumberjack Feud: President, Johnny Hill

Lumberjack Feud performed a 25 minute show featuring several lumberjack skill contests including both lumberjacks and lumber-jills and the timber dogs.

Announcements: Next meeting is January 8, 2015 at Riverstone Resort

Adjournment: President, Johnny Hill