



PFHA, Inc.  
Membership Meeting  
Minutes  
Lumberjack Feud  
Thursday December 10, 2016

Welcome - President, Pam Smith

Pledge of Allegiance and Prayer - Andrew Byrd

Call to Order - President, Pam Smith

Reports

Treasurer Ben Humphries read the treasurer's report and reviewed the bank reconciliation for PFHA, Inc.

Beginning Balance as of 11/1/15	\$ 5,521.65
Deposits	12,562.00
Checks Written	5,117.00
Ending Balance as of 11/30/15	\$12,966.65

Treasurer Ben Humphries read the bank reconciliation for Pigeon Forge Hospitality Association LLC.

Beginning Balance as of 11/1/15	\$22,767.61
Deposits	500.00
Checks Written	66.10
Current Balance as of 11/30/15	\$23,201.51

The bank reconciliations are attached to these minutes.

A motion to approve the treasurer's report as read was made by Johnny Hill and seconded by Bobby Tanner, with no opposition the motion carried.

Announcement

- Bowling for Tourism
  - "Bowling for Tourism" is January 28, 2016 from 2-8pm at the Pigeon Forge Community Center.

- There will be a 2 p.m., 4p.m., and a 6 p.m. flight, 10 teams per flight
- This event is a fundraiser for Walters State Community College!
- Registration forms are available today and more information will be sent about this event by email.

#### Presentation

- President Pam Smith presented Mark Ross, Director of the Boys & Girls Club of the Smokies with a check for \$5000.
- Mr. Ross expressed his thanks and announced the ground breaking for the new building in Pigeon Forge on December 18 and invited everyone to attend

#### Reports

##### Committee Reports

- Communications: Eric Bradley
  - Dec. 15<sup>th</sup> is the frontline Christmas Party at the Music Road Hotel from 6:00 – 9:00. Registration begins at 5:00.
    - This event is for our lodging, restaurant, theater and attraction members.
    - Every employee is invited and it is our way to show appreciation for their hard work and dedication throughout the year helping to make this area the special and amazing vacation destination that it is
    - This is an adult only event, but make sure that your employees are aware of the event.
  - Special thanks to our sponsors:
    - MUSIC ROAD RESORT & CONVENTION CENTER, REINHART FOODS, DIVERSE CONCEPTS, BUDDY’S BAR-B-Q, COCA-COLA, SMOKEY MOUNTAIN SOUNDS, S&D COFFEE, GREAT SOUNDS ENTERTAINMENT, WALTERS STATE COMMUNITY COLLEGE, BROCHURE DISTRIBUTION SERVICE (BDS), THE THOMAS GROUP
  - January 28th is “Bowling for Tourism” at the Pigeon Forge Community Center
    - There will be three flights, at 2:00, 4:00 and 6:00 pm. Proceeds benefit the Hospitality Scholarships at Walter State Community College & Culinary Arts School
    - There are cash prizes for strikes when the gold head pin appears and prizes for highest team scores in each flight
    - Make sure that you get registered soon and get your desired flight time, and help the PFHA to raise money for a very worthy cause
  - On Thursday Dec. 17th, join the Boys and Girls Club of the Smoky Mountains as they celebrate the ground breaking on the new Pigeon Forge Branch

- The event will be at 4:00 pm at 2456 Library Dr. - Come out to support the Boys and Girls Club, as they have supported the youth of Pigeon Forge for so many years and with this growth, will continue to for decades to come
- Registration is going on now for the 15th Annual SCHA Trade Show
  - This year the event will be on Wed. April 6th at the Sevierville Convention Center
  - Be sure to reserve your booth as soon as possible
  - Registration forms are available and will be on the PFHA website
  - If you have any questions, feel free to contact Christie Connatser or any of our board members
  - We are looking for sponsors for this year's Trade Show if your company is interested in increasing the exposure that they receive at the largest trade show of its kind in Tennessee.
- Membership renewal is upon us for 2016
  - You can get the form on the PFHA website, so please get your renewals in as early as possible to make the job of the membership committee easier, and allow them more time to reach out to new potential members and help the PFHA to grow
  - The TN Attorney General (AG) has just ruled that short-term rentals are required to pay both sales and lodging taxes
  - This is a huge victory for TnHTA to level the play field for the lodging industry as it relates to short-term rentals
  - I want to thank our lobbying team (specifically Dan Haskell) and Rep. Dale Carr from Sevier County for working on this very important issue for our members
- If you have not done it yet, become a fan on Facebook, follow the PFHA on twitter and visit the website, [www.pfhospitality.org](http://www.pfhospitality.org)
  - The home page features important association news plus industry & area happenings and the "Area Calendars & Links" TAB is a one-stop for links to a variety of area calendars
- Announcement
  - Fundraiser for The Eagle Foundation with Challenger
    - Al Cecere announced a benefit for the Eagle Foundation at the Smoky Mountain Opry on Sunday, December 13<sup>th</sup>
    - He described the history of the organization and *Challenger* who was with him

#### Committee Reports

- Education - Joe Fall

- We are working on developing several seminars for the trade show with new topics
- The Pro Start Invitation is February 19 & 20 in Nashville and we always need judges for this event so volunteer and spend a great 24 hours with our future restaurant/restaurant leaders & entrepreneurs
- Membership - Donna Huffaker
  - It is time to renew membership in PFHA. We will be sending reminders by email and will announce a special offer connected with renewing your membership soon
- Meetings & Events – Pam Smith
  - The PFHA Frontline Christmas Party is December 15 from 6-9pm at The Music Road Hotel. We will be giving away 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.

#### City, Government, and Organizations

- Department of Tourism - Leon Downey, Executive Director
  - Preliminary October Revenue Figures
    - Amusements were up 16% for the month, and up 9% for the year
    - Lodging Revenue was up 27% for the month, and up 20% for the year
    - Restaurant Revenue was \$25,536,964.00
    - Total gross receipts (revenue) were up 13% for October and up 12% for the year
- Pigeon Forge Special Events Office: Butch Helton
  - Winterfest events continue, in February we host the 16<sup>th</sup> annual Saddle Up at LeConte Center from February.
    - Several previous participants will return this year plus a schedule is online now and tickets are available at the website.
  - Thank you PFHA for being a sponsor of all city events.

#### Ugly Sweater Contest – Melanie Clifford

- Santa and his helper Melanie Clifford announced the winners of the “Ugly Christmas Sweater” Contest
  - 3<sup>rd</sup> Place = Ugly Ribbon & a Christmas Tie was awarded to Eric Bradley
  - 2<sup>nd</sup> Place = Uglier Ribbon & Hard Rock Café Gift Card was awarded to Cindi Husk
  - 1<sup>st</sup> place = Ugliest Ribbon & a Hard Rock Gift Card was awarded to Connie Holbert!

#### President’s Report

- There are new Members in attendance today from Smoky Mountain Vapes and US Lawns.
- Thank you everyone for bringing Toys for Tots: these will be delivered today to the Marine Corps Chapter
- “Pick Tennessee” Forum will be held in Knoxville Feb 11-13, 2016.
  - The initiative is designed to build a connection between restaurants and Tennessee farmers with produce and products to sell.
- “Twas the Night before Christmas” – read by President Pam Smith with sound effects by PFHA staff
- Acknowledge Host
  - Lumberjack Feud performed a 20 minute show featuring several lumberjack skill contests including both lumberjacks and lumber-jills and the timber dogs.
  - President Pam thanked them for hosting the December meeting.

#### Conclusion

- Santa joined Pam Smith at the microphone to wish everyone a Merry Christmas, to thank Pam for her hard work and leadership, and to present her with a gift from the Board of Directors
- President Pam Smith announced the next meeting is January 14, 2016 at Riverstone Resort, thanked everyone for a great 2015 and sang a portion of “Silent Night”

Adjournment: President, Pam Smith

Respectfully submitted by Betsy Burgin