



PFHA, INC.
PIGEON FORGE HOSPITALITY & TOURISM ASSOCIATION
MEMBERSHIP MEETING
MINUTES
FEBRUARY 18, 2016

President Karl Thomas welcomed everyone and thanked them for attending and asked Andrew Byrd to lead prayer and the Pledge of Allegiance.

President Thomas called the meeting to order at 11:52 a.m. and thanked the City of Pigeon Forge and LeConte Center for hosting the meeting

A motion to approve the December 10, 2015 Membership Meeting Minutes was made by Ray Ogle and seconded by Johnny Hill. With no opposition the motion carried.

A motion to approve the January 14, 2016 Membership Meeting Minutes was made by Jeff Taylor and seconded by Donna Huffaker. With no opposition the motion carried.

Reports

Financial report

Ben Humphries presented the financial report and read the bank reconciliations for January 2016. The association has two bank accounts: one for PFHA, Inc. and another for Pigeon Forge Hospitality Association, LLC.

Reading of bank reconciliations:

PFHA, Inc.

Beginning Balance as of 1/1/16	\$2779.80
Deposits	10072.22
Checks Written	6301.58
Ending Balance as of 1/31/16	\$6550.44

Pigeon Forge Hospitality Association LLC.

Beginning Balance as of 1/1/65	\$8467.83
Deposits	3375.00

Checks Written	6385.91
Current Balance as of 1/31/16	\$5456.92

A copy of the bank reconciliation is attached to these minutes.

The Bowling for Tourism fundraiser was very successful with a nearly full third flight from 2-4 p.m. Thank you to all the companies who participated.

President Karl Thomas stepped to the podium and asked Ben Humphries to join him. President Thomas presented the "Power of Excellence" Award to Ben Humphries for his many years of service and commitment to PFHA, the bowling tournament, and the housekeeper tournament. Ben also received a framed photo/magazine cover and gift cards to area restaurants.

Communications and Media Relations Committee - Eric Bradley

- The annual TnHTA Day on The Hill in Nashville is coming up on March 8 & 9, 2016
- The SCLA Trade Show, the largest hospitality industry show of its kind in Tennessee is April 6, 2016 and will be held at The Sevierville Convention Center.
 - Trade show sponsors: Title Sponsor S&D Coffee and Tea
 - Sponsors: Spectra, Pepsi, Dog Inspectors, Dollywood, Rafting in the Smokies, and Mobile Brochure.
 - The application is on the PFHTA website
- Everyone please take out your cell phones and check in on Facebook to help us promote PFHA to our community

Membership Committee – Donna Huffaker

- As part of our membership drive we have put all the companies who have joined from January 1 – February 14 into a drawing
 - The winner is Johnny Carino's Restaurant
 - Won a breakfast basket from the Farmhouse Kitchen, Moonshine from Old Forge Distillery, and meal for two at the Pottery House Café, and a gift certificate to Riverstone Spa.
- We will have a second drawing for another prize package at the March Membership Meeting

Education Committee – Joe Fall

- Coming up this weekend is the Pro-Start Competition in Nashville on the 20th
- The committee has developed 14 seminars for the April 6 SCHA Trade show
- It is time to begin the process of accepting applications for PFHS Scholarships
 - 4 \$1000 were given in 2015
- To date over \$53,000.00 has been donated to WSCC Students from PFHA
- The economic development council has developed an advisory panel and would like to survey businesses

President Karl Thomas and Ben Humphries presented a check from the Bowling for Tourism Tournament for \$4500 to Joe Fall and 4 students from Walters State Community College

Sue Carr, Department of Tourism

- Preliminary figures for 2015
 - Gross Receipts (revenue) up 12% for 2015
 - Amusements revenue up 12 % for 2015
 - Lodging revenue up 20% for 2015
 - Restaurant revenue at \$253,267,827.00 first full year of reporting via tax
 - Over 800 businesses in Pigeon Forge generated \$1,148,756,766.00 in 2015
- Tourism Talks: March 8, Holiday Inn 8:30 A.M. Spring & Summer Media Plan
- Ripken Ribbon Cutting March 9, 2016 11 a.m. on site

Butch Helton, Pigeon Forge Department of Special Events

- Saddle-Up is in progress here at LeConte Center February through the 21st
 - This year most events will be at LeConte Center with a few at other sites.
 - The very popular Chuck Wagon Cook-off will be at Clabough's Campground again this year.
 - New this year is a quilt trunk show called "Patchwork of the Prairie"
 - Cowboy Fun at Blair's Range in Wears Valley
 - Cooking Demonstrations on Friday the 19th at the Pottery House Café
 - Stages West is onsite at the LeConte Center selling their western wear and more
- The 22nd Annual "A Mountain Quiltfest" runs from March 15 – 19, 2016
- The 26th annual Wilderness Wildlife Week is will be held May 18 – 22, 2016 at The LeConte Center.
 - This event includes hikes, exhibitors, and over 400 lectures and programs all of which are free.
- The 31st Annual Dolly's Homecoming Parade is May 6, 2016
- The 26th Annual Patriot Festival is July 4, 2016

Thank you to PFHA for being a sponsor of all city events.

President Karl Thomas returned to the podium and presented a check to Butch Helton and the city of Pigeon Forge for \$6000 as a 2016 sponsor of all city events.

City Manager Earlene Teaster spoke briefly and thanked Leon Downey, Sue Carr, all city employees and elected officials. She thanked them for putting dollars to the best use.

State of the City Address - Mayor David Wear

- Brief history of the city's development as a vacation destination
- Highlights of improvements by decade: Winterfest helped keep people working and the city advertising budget grew from 1 – 8 million
- Year 2000 saw the addition of a Tourism Development Zone

- In 2010 the city began investing in a new waste water plant to prepare for future development
- 14,000 lodging units
- 45 Million dollar city budget
- S&P has given the city a AA rating
- In 2015 \$80 Million dollars were remitted in sales tax
- Tourism generates sales tax that helps keep property taxes low
- Local residents pay lower taxes due to a strong tourism/sales and amusements tax base
- Currently there are 400 city employees
- 2015 the city reached a new record of over 3 million overnight visitors
- For every dollar spent in marketing \$65.00 are returned in consumer spending
- LeConte Center has booked 38 events so far for 2016, 5 of which are new to this market
 - 15% of visitors to LeConte Center are 1st time visitors to Pigeon Forge and of those 40% plan to return to Pigeon Forge
- Phase III of the Riverwalk will soon be completed connecting the old city park to The Island
- The McGill Street Connector is scheduled to open in April, and is part of the West Side Connector
- Phase II of the Jake Thomas Connector, connecting to Veterans, will be a 25 million dollar project

President Karl Thomas announced that the next meeting is March 10, 2016 at The Holiday Inn Convention Center

The Meeting adjourned at 12:55 p.m.

Respectfully submitted by Betsy Burgin