



**PFHA, INC.
MEMBERSHIP MEETING
MINUTES
JANUARY 14, 2016**

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

President Thomas called the meeting to order at 11:30 a.m. and thanked Riverstone Resort and Spa for hosting the meeting and Calhoun's Restaurant for catering lunch.

Reports

Financial report

In the absence of 2016 Treasurer David Wear, Ben Humphries presented the financial report and read the bank reconciliations for December 2015.

The association has two bank accounts: one for PFHA, Inc. and another for Pigeon Forge Hospitality Association, LLC.

PFHA, Inc.

Beginning Balance as of 12/1/15	\$8092.39
Deposits	26083.52
Checks Written	33794.67
Ending Balance as of 12/31/15	\$381.24

Pigeon Forge Hospitality Association LLC.

Beginning Balance as of 12/1/15	\$24326.51
Deposits	5555.00
Checks Written	16070.29
Current Balance as of 12/31/15	\$13811.22

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.

A copy of the bank reconciliation is attached with these minutes

Communications and Media Relations Committee - Eric Bradley

- PFHA Bowling for Tourism is January 28, 2016 at the Pigeon Forge Community Center from 2-8pm. There are a few team slots available and room for additional lane sponsorships.
 - Please contact Betsy Burgin or Sheila Gibson regarding sponsorships.
- A special “Open House for PFHA Members” at DreamMore Resort is scheduled for February 1, 2016 from 4 – 6 p.m.
- February 11 is the first “Forging Together” Networking After Work event for 2016 and will be at Ole’ Smoky Moonshine on the Island from 5 – 7 p.m.
- February 18, 2016 is the next PFHA Membership meeting and is the “State of the City” meeting at the LeConte Center.
- 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 will be on the PFHA Website soon
 - Currently we have over 20 seminars in development

Leon Downey, Executive Director, Department of Tourism

- Preliminary figures for November 2015
 - Gross Receipts (revenue) up 17% and up 12% for 2015
 - Amusements revenue up 26% and up 10 % for 2015
 - Lodging revenue up 26% and up 20% for 2015
 - Restaurant revenue at \$19, 858,472.00

Butch Helton, Pigeon Forge Department of Special Events

- Our next Winterfest Event is Saddle-Up at the LeConte Center February 17 – 21, 2016.
 - 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 Blairs Range in Wears Valley
 - Cooking Demonstrations on Friday the 19th at the Pottery House Café
 - Stages West will be onsite at the LeConte Center selling their western wear and more
 - Tickets are available on the website as is the schedule of events.
- 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 to present an overview of the history of the Pigeon Forge Hospitality Association from its inception in 1982 through 2015 with the assistance of a power-point slide show featuring PFHA leadership, board of directors, monthly meetings, events, committees, successes, and fund raising activities.

President Karl Thomas asked Sheila Gibson to the podium and presented her with an award recognizing her many years of dedicated service to the Pigeon Forge Hospitality Association.

On behalf of the board of directors and membership of PFHA, President Karl Thomas thanked Pam Smith for serving as president in 2015 and presented her with a crystal award in recognition of her leadership and commitment to the Pigeon Forge Hospitality Association.

President Thomas continued his presentation by looking ahead to 2016 and introduced each of the committee chair persons present and each spoke briefly regarding the goals and objectives of their respective committees and the members of their committees. President Thomas presented information for committees that were not represented by a chair person.

Following the committees, President Karl Thomas introduced the Area Directors and asked each to say a few words about this aspect of the association.

President Thomas announced that as a result of the strategic planning of the Board of Directors and in an effort to include all businesses in Pigeon Forge, the name of the association is changing to PFHA, Inc. d/b/a Pigeon Forge Hospitality & Tourism Association.

Dave Jones from the Tennessee Department of Tourist Development announced that the new vacation guide is now available. 550,000 copies were printed and are available now in all of the state welcome centers.

President Karl Thomas announced that the next meeting is on February 18, 2016 at The LeConte Center and will be "The State of the City" presentation.

The Meeting adjourned at 12:55 p.m.

Respectfully submitted by Betsy Burgin