



**PFHA, Inc.  
Membership Meeting  
Minutes  
July 9, 2015**

Welcome by President, Pam Smith  
Prayer – Ken Maples

The meeting was called to order at 11:46 a.m. by President Pam Smith at the LeConte Center at Pigeon Forge.

A motion to approve the minutes of the June 11 Membership Meeting was made by Tom Headla and seconded by Melanie Clifford. With no opposition the motion carried.

**Reports**

The Financial Report was read by Treasurer Ben Humphries.

PFHA, Inc. Bank Reconciliation	
Beginning Balance as of 6/1/15	\$5624.56
Deposits	\$3231.00
Checks written	\$5674.26
Ending Balance as of 6/30/15	\$3181.30
Pigeon Forge Hospitality Association, LLC	
Beginning Balance as of 6/1/15	\$7217.99
Deposits	\$4600.00
Checks Written	\$1050.00
Current Balance as of 6/30/15	\$17862.19

A motion to approve the treasurer's report as read was made by Olwen Claiborne and seconded by Donna Huffaker. With no opposition the motion carried.

Treasurer Ben Humphries reminded everyone that the 2015 Housekeeping Tournament of Champions would be coming up September 9<sup>th</sup> at the Music Road Resort.

**PFHA Committee Reports**

Communications and Media Relations – Eric Bradley

- The 18<sup>th</sup> Annual PFHA Benefit Golf Tournament is 27 days away
- Thank you to Title Sponsor S&D Coffee & Tea, also to Sysco Foods, Rinehart Food Service, Mobile Brochure, Rafting in the Smokies, and IMEG as corporate level sponsor
- There are partner packages and foursome team sponsorships still available
- If anyone has not submitted their sponsor paperwork or payment for the tournament please do so today
- Golf Ball Drop tickets are available \$5 each/5 for \$20
- This year the Silent auction will start on Facebook the day before the tournament
- The Sevier County Stars of The Industry luncheon is scheduled for noon on July 31 at the Holiday Inn and RSVP's are due July 20

#### Education – Joe Fall

- Joe Fall announced to the members in attendance the creation of two \$500 continuing education scholarships
- Information and applications will be posted to the PFHA website on July 10, 2015
- Application deadline is August 1, 2015

#### Events: Golf – Tom Headla

- Planning is going well with just a few spots available
- Please help support this event through sponsoring a team or donating a silent auction item

### City Government and Other Organizations

#### City/County Government – Leon Downey & Butch Helton

- Gross Receipts reported are for May 2015 (always reported two months behind)
- Gross revenue for May 2015 was up 15% compared with May 2014 and up 11 % year to date
- Amusement Revenue was up 3 % percent in May and up 9% for the year
- Lodging revenue was up 24% for May and up 22% for the year
- “The Veterans Home Coming Parade” is scheduled for August 29, 2015
- The Patriot Festival was very successful with a huge crowd for the music and the fireworks. Food was supplied by charitable and service organizations

Sevier County Hospitality Alliance  
 Pigeon Forge City Commission  
 TnHTA – Ken Maples

- TnHTA Board Meeting is scheduled for August 3 & 4 in Nashville at Embassy Suites
- SCHA: Stars Of The Industry: Please participate and support the Stars of the Industry effort by getting nominations in early rather than later
- TnHTA: August 3, 2015 statewide Stars of the Industry event
- Winterfest will be here before we know it
- Pigeon Forge is third in the state to use the new water reuse system to be more efficient and green and be wise with tax dollars
- Recycling Hub is being dedicated next week as a result of a grant from TDEC
- The first issue of the new publication “Notes” will be out in July
- Governor’s Conference Oct 7, 8, 9, at the Opryland Gaylord Hotel in Nashville, Tennessee

Special Presentation: Dobbin Callahan

- Green Certification presented to The Inn at Christmas Place and was received by General Manager Ray Ogle

LeConte Center Presentation – Leon Downey and Phil Campbell

- Leon Downey reviewed the history of the generation of the idea and selection of the site for the events center
  - 2002 Don Nichols, of Smoky Mountain Resorts and the Pigeon Forge Lodging Association identified the need for a city meeting space/convention center at an October city commission meeting
  - The city will lose larger groups because we cannot currently host a large group
  - The city needs a meeting facility at least 3 times larger than what the existing hotels currently have
  - Leon Downey commended Don Nichols on his foresight
  - In 2002 the city entered into an agreement with Realty Trust Group to research and study the area for a feasible site
  - One of the sites identified was the Jake Thomas Farm which is the site of the LeConte Center at Pigeon Forge
  - In 2007 the city applied for funding
  - Mike Wilds helped get the process rolling and guided to fruition
  - Leon read city ordinance 905 relating to the LeConte Events Center
- Phil Campbell, Facility Manager read the mission statement and brand promise for the event’s center
- 62 Million dollars in spending generated
- 6.7 Million in tax dollars generated as a result of events at the center
- LeConte Center is part of The Pigeon Forge Department of Tourism
- Phil Campbell introduced his team and also third party service providers
  - Andy’s Crew – Janitorial & Set-up
  - Bullfish Catering

- CCLD – Event Hook-up
- Griffin Electric
- Stellar Vision & Sound
- The Thought Process: Qualify – Quality versus Quantity
  - Tracking
  - Research & Surveys
- How we are doing – Taxes and Revenue
  - Event Spending
  - Repeat events versus new to market events
  - LeConte Center is receiving favorable reviews
- Phil Campbell reviewed spending, taxes generated, reviews, and events to date with a power-point slide show
- Phil Campbell introduced a new to market event owner: Steve Hall
  - Retro Running will occupy the event center April 29 – May 1, 2016
  - Unique experience
  - No participants under 40 years of age
  - \$50 of every registration goes to local charities
  - Average income of runner-participants is \$73,000

#### President's report

- Greg Adkins Roast and Law Symposium in Nashville July 13 & 14, 2015
- Stars of The Industry Luncheon is July 28 at noon at the Holiday Inn
- Calendar of PFHA Meetings and Events
  - August Topic: Tennessee Department of Homeland Security
  - September: Greg Adkins - TnHTA
  - October: The Ripken Experience
  - There will be a golf committee meeting immediately following this meeting

Next Meeting is August 13, 2015 – at Harpoon Harry's Crab House in Pigeon Forge

Adjournment

Respectfully submitted by Betsy Burgin