



PFHA, INC.
MEMBERSHIP MEETING
MINUTES
June 11, 2015

President Pam Smith welcomed everyone and thanked them for attending and asked Andrew Byrd to lead the group in the Pledge of Allegiance and prayer.

President Pam Smith called the meeting to order at 11:35 am at the Holiday Inn Convention Center in Pigeon Forge.

President Pam Smith acknowledged dignitaries in attendance:

- Senator Steve Southerland
- Senator Doug Overbey
- Dave Jones, Tennessee Department of Tourist Development
- TnHTA Lisa Bass
- City Manager Earlene Teaster
- Assistant City Manager Eric Brackins
- Executive Director of Tourism Leon Downey
- Police Chief Jack Baldwin
- Commissioner Jay Ogle
- Commissioner Ken Maples
- SMTDC Mary Hope Maples
- Sevierville CVB Kelly DeBord
- Sevierville Chamber of Commerce Director Brenda McCroskey
- Sevierville Chamber of Commerce Jim McGill
- Sevierville Chamber of Commerce Scott Rice
- Ellen Wilhoit Leadership Sevier

President Pam Smith also acknowledge that Olga Wierbecki was present. President Pam Smith thanked Kyle Grainger and his associates from WVLT for attending.

A motion to approve the May 14, 2015 membership meeting minutes was made by Tom Headla and seconded by Bobby Tanner, with no opposition the motion carried.

President Pam Smith presented the financial report and read the bank reconciliation summaries:

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

PFHA, Inc. Bank Reconciliation	
Beginning Balance as of 5/1/15	\$3346.14
Deposits	\$8162.00
Checks written	\$5883.58
Ending Balance as of 5/31/15	\$5624.56

Pigeon Forge Hospitality Association, LLC	
Beginning Balance as of 5/1/15	\$7217.99
Deposits	\$4600.00
Checks Written	\$50.80
Current Balance as of 5/31/15	\$11767.19

A motion to approve the Treasurer's report as read was made by Jeff Taylor and seconded by Pam Ogle, with no opposition the motion carried.

Reports

PFHA Committees Reports

Communications & Media Relations chairman Eric Bradley provided the following event notices and information:

- Thank you Bobby Tanner and S & D Coffee for being the 2015 Title Sponsor of the 18th Annual PFHA Benefit Golf Tournament.
- Thank you also to Sysco Foods, Rinehart Food Service, Mobile Brochure, Rafting in the Smokies, and IMEG.
- There are a variety of sponsorships still available
- Golf Ball Drop tickets are available \$5 each/5 for \$20
- PFHA 18th Annual Golf Tournament is scheduled for August 6 at the Sevierville Golf Club
- The local Stars of the Industry event will be held at noon on July 31 at the Holiday Inn and is worthy of your participation and support
- Take advantage of the valuable information on the PFHA Website and Facebook page

Membership Committee – Donna Huffaker

- Currently 225 members
- If you have not renewed your membership or are not sure, we can assist you following this meeting

Education Committee Chairman - Joe Fall

- PFHA has been providing \$1000 scholarships for Pigeon Forge High School students for several years
- The applications are facilitated by Eric Bohanan at the school
- The essays each Pigeon Forge High School applicant wrote were outstanding
- Each application is reviewed by the PFHA education committee
- All the applicants were very worthy and deserving
- Four recipients were chosen
- Two recipients of the scholarships are in attendance today
 - Kyle Woodbury will be attending Walters State Community College
 - Tessa Trembley will be attending the University of South Carolina

City Government and Other Organizations- Leon Downey, Executive Director of the Department of Tourism

- Preliminary figures for Gross Receipts which are always reported two months behind:
- Gross revenue for April 2015 was up 8 percent compared with 2014 and up 9 percent year to date
- Amusements were up 3 percent for April and up 12 percent for the year
- Lodging revenue was up 22 percent for April and up 21 percent for the year

Butch Helton, Pigeon Forge Department of Special Events

- We are happy to announce that the headliner for the Patriot Festival on July 4 will be "Diamond Rio"
- The opening band is a "Journey" tribute band "Departure"
- Activities will begin at noon in the kids area
- Vendors are local non-profit agencies
- 20 minute fireworks show
- There will be no onsite parking without permits at Patriot Park
- The public is encourage to use the shuttles
- August 29 is the Veterans Parade which has been changed from Welcome Home from Vietnam to include all Veterans
- To participate in the parade call 429-7350

Ken Maples, TnHTA and Sevier County Hospitality Alliance

- Support your local Stars of the Industry effort by getting nominations in to Jackie Leatherwood as early as possible. The deadline is June 30, 2015
- SCHA is looking ahead to the 2016 Hospitality Trade Show and considering dates in late February in order to plan around the LeConte events schedule
- The Governor's Conference is scheduled for October 7-9, 2015 at the Gaylord Opryland Hotel in Nashville

Mary Hope Maples, Smoky Mountain Tourism Development Council

- The first week of May was Tourism Week and was recognized by local, state, and national organizations
- Dana Soehn was recognized as the National Park Employee of the year in a ceremony held at the park headquarters during that week
- Although it is summer, it won't be long until we will be talking again about Winterfest and encouraging you to participate in this important county wide event

President Pam Smith congratulated Dennis Reagan, the winner of the 2015 SCHA Trade Show grand prize and presented him with \$500.

President Pam Smith asked Sande Weiss to come to the stage to introduce Kevin Triplett: State Commissioner of Tourist Development

- Graduate of East Tennessee State University
- Background in Public Relations and Marketing
- Started with NASCAR in 1994
- Joined Bristol Motor Speedway in 2005
- Managing director of business operations
- Administrated NASCAR's Sprint cup Series, Nationwide series
- Vice President of public affairs for Bristol Motor Speedway
- Served on the boards of several community organizations
- Began to be involved in the tourist development department before he officially started
- Wanted to know about the tourism strategic plan
- Participated in the Welcome Center Listening Tour
- Participated in the end of the budget process in April prior to his start date of April 23, 2015

Key note speaker: Kevin Triplett, State Commissioner of Tourist Development

- Tennessee has everything travelers are looking for
- The Tennessee brand needs to be broad enough to encompass all of Tennessee
- Tennessee has the top music destinations according to a USA Today poll
- Recently named as one of five top destination to visit before Labor Day
- The Tennessee Tourism Committee is working hard to advance the state even further
- Sales tax revenue for May 2015 is drastically ahead of last year due to tourism
- The 2014 state tourism advertising campaign "Made in Tennessee" received high ratings with 94% of respondents having had a positive reaction to advertisements

President Pam Smith gave her report

- There will be a golf committee meeting immediately following this meeting

Next Meeting: July 9, 2015 at the LeConte Center with facility manager Phil Campbell

The meeting adjourned at 12:53 pm

Respectfully submitted by Betsy Burgin