



PFHA, INC.  
PIGEON FORGE HOSPITALITY & TOURISM ASSOCIATION  
MEMBERSHIP MEETING  
MINUTES  
JUNE 9, 2016

President Karl Thomas opened the meeting and thanked Johnny Hill and the Holiday Inn for hosting the meeting.

Following the Prayer and Pledge of Allegiance the meeting was called to order by President Karl Thomas at the Holiday Inn and Convention Center.

President Thomas thanked city and county leaders for attending and acknowledged Bobby Tanner and executives from S & D Coffee and Tea.

A motion was made to approve the May 12, 2016 Membership Minutes by Carol Agee and seconded by Donna Huffaker and with no opposition the motion carried.

The Financial Report was read as follows:

|   |             |
|---|-------------|
| PFHA, Inc. Operating Account              |             |
| Beginning Balance as of 5/1/2016          | \$ 16353.89 |
| Deposits                                  | \$ 7684.00  |
| Checks Written                            | \$ 12616.69 |
| Ending Balance as of 5/31/2016            | \$ 11421.20 |
| Pigeon Forge Hospitality Association LLC. |             |
| Current Balance as of 5/31/2016           | \$1000.00   |

#### Reports

- Officer's Reports
  - President's Report:
    - President Karl Thomas introduced Chairman Pam Smith
      - Chairman Smith awarded two prize checks of \$250 each as part of the SCHA Trade Show drawing to Lindsey Johnson from Holiday Inn Resort and Mark Stone from Holiday Inn Express
- PFHA Committee Reports
  - Communications Committee: Eric Bradley
    - Please jump onto Facebook and check in or share you are here!
    - June 15<sup>th</sup> is the next Forging Together After Hour and is at Titanic

- The PFHA Golf Tournament is scheduled for August 9, 2016 at the Sevierville Golf Course
    - Thank you to Title Sponsor S & D Coffee and Tea, Sysco, Reinhart Food Service, IMEG, Mobile Brochure, and Rafting in the Smokies
  - Education – Joe Fall
    - Scholarships
      - PFHA awarded \$1000 scholarships to three graduating seniors from Pigeon Forge High School, Caleb Wilkinson, Turner Whaley, Macy Alexis Leatherwood. Each have a parent or guardian who works for a PFHA member business.
    - Yesterday, PFHA sponsored a free CPR Class with certification for 24 members at the Sevier County Ambulance Service on Middle Creek Road.
- Other Reports
  - City & County Government – Leon Downey, Department of Tourism
    - Preliminary figure for April 2016 as compared to 2015
    - Gross Receipts up 10% and up 18% for the year
    - Amusements down 8% and up 16% for the year
    - Lodging up 20% and up 24% for the year
    - Restaurants up 13% and up 20% for the year
  - Butch Helton, Pigeon Forge Department of Special Events
    - Planning is complete for the Patriot Festival on July 4<sup>th</sup> at Patriot Park and have fliers today for that event.

Presentation: Kevin Triplett, Tennessee Commissioner of Tourist Development

- The Made in Tennessee program is working well
- Surveys show a rate of satisfaction among visitors that exceeds national averages
- The Tennessee brand has a 60% rate of recognition
- Tennessee sees a return of \$18 dollars for every advertising dollar spent

The Next Meeting is Tuesday, July 12, 2016 at The Ripken Experience

Adjournment

Respectfully submitted by Betsy Burgin