



**PFHA, INC.
Membership Meeting
Minutes
LeConte Center
March 5, 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 11:40 am at the LeConte Center in Pigeon Forge.

A motion to approve the Membership Minutes January 8, 2015 was made by Ray Ogle and seconded by Johnny Hill, with no opposition the motion carried.

Treasurer Ben Humphries presented the financial report and a motion to approve the financial report as read was made by Tom Headla and seconded by Jeff Taylor, with no opposition the motion carried.

Bowling for Hospitality Tournament organizer and committee chair Ben Humphries presented a check for \$4000 to Joe Fall for the hospitality and culinary programs at Walters State Community College.

Education committee chairman Joe Fall thanked everyone for the donation and the difference these donations have made for students over the years.

- **Joe Fall encouraged everyone to attend the upcoming trade show and stated that they have 9 seminars scheduled at this time with more in the planning stage.**
- **One ServSafe certification class has been held with 18 attendees and another is planned for March with a date to be determined.**
- **The ProStart Invitational Tournament in Nashville had to be rescheduled due to snow and will be held on Saturday March 7, 2015. Unfortunately the volunteer judges that were scheduled to go are unable to attend this Saturday. Joe Fall and his son will be attending.**

Communication chairman Eric Bradley presented a list of upcoming events and encouraged attendees to participate.

- **The next PFHA Monthly Meeting is on March 12, 2015 at the Hatfield and McCoy Dinner Show and the presentation will be the state wide kick off of “Paint Tennessee Green” by Keep Sevier Beautiful, Keep Tennessee Beautiful, and representatives from state government.**
- **The SCLA Trade Show registration deadline (at the lowest rate) was extended to March 6.**
- **Currently there are 100 businesses registered for booths, which is lower than last year and short of the goal of 170.**
- **The tradeshow is on Tuesday March 31, 2015 at LeConte Center.**
- **Two events have been scheduled to honor Commissioner Susan Whitaker. The first is a reception on March 27 at the Music Road Hotel Convention Center from 5:30 – 7pm.**

The second one is “Innovator of the Industry: Honoring Susan Whitaker” on March 28, 2015 at the Crowne Plaza on Summit Hill Drive in Knoxville. Tables and seats are available for purchase by contacting Brad Ivens or Pam Smith.

Ken Maples, Chairman of the Tennessee Hospitality & Tourism Association gave an update on the recent legislative day of action in Nashville “Day on The Hill”:

- **The “Day on the Hill” legislative trip to Nashville was very successful with nearly 40 representatives from Sevier County attending.**
- **We covered many issues that are important to tourism and hospitality in Sevier County and spoke to legislators about lodging taxes, C-O-D payments for liquor stores, festivals, small businesses, and state tourism advertising funding.**
- **Governor Haslam mentioned that \$7 million dollars was being put back into the advertising budget to raise the total to \$10 million.**
- **There have been questions and discussions regarding the appointment of a new state commissioner of tourism development.**

Susan Whitaker has served the state well and has been a good friend to Sevier County and we are curious to see who the next commissioner will be.

When asked, Governor Haslam cited winter storms and the recent state of emergency he was required to declare as delaying the announcement of a successor.

We had the impression from his remarks that an announcement would be made within two weeks.

- **The TnHTA has completed its consolidation with the Tennessee Tourism Roundtable and is now a strong and unified voice for tourism and hospitality from Mountain City to Memphis.**
- **The next TnHTA meeting is in May and notices will be sent soon.**

President Pam Smith presented a check for \$6000 to Leon Downey, Butch Helton and the City of Pigeon Forge for PFHA's sponsorship of all city events.

Butch Helton thanked PFHA for their support of city events and recapped "Saddle Up" by saying that the event went well but snow and very cold weather did hurt attendance.

The department of special events is preparing for "A Mountain Quiltfest".

Butch Helton asked the owners of Clabough's Campground to join him on the stage where he presented Mr. and Mrs. John Clabough with an award honoring their commitment and long support of and participation in "Saddle Up".

The Spirit of "Saddle Up" Award, sponsored by Stages West was given to Ray Ogle for his support of the event. Ray Ogle was presented with an engraved Montana Silver belt buckle.

City Manager Earlene Teaster thanked the Tourism Advisory Board, the Industrial Development Board, and the board of commissioners for their work and commitment to the city.

Earlene Teaster introduced Mayor David Wear for The State of the City Address.

Mayor David Wear thanked everyone for attending and thanked his family for attending.

Mayor Wear gave an overview of the history of the growth and development of Pigeon Forge and highlighted projects and objectives for the future.

- Winterfest has been a tremendous benefit for the winter, non-season months.
- Pigeon Forge has a 70 % rate of re-visits.
- The Tourism Development Zone has been instrumental in the success and growth of the city
- Pigeon Forge has always been known as a linear city but in order for growth to continue the city must grow off the parkway as well.
- The Veterans Drive corridor and the extension of Jake Thomas Road are key aspects of future growth.
- The new waste water treatment plant-re-use facility is also a key factor for the future growth off of the parkway.
- The completion of The Ripken Experience in 2016 is also a very important factor in continuing growth and business development in Pigeon Forge.
- The Publix's Project is expected to be completed in the spring of 2016 and is an important component in continuing development in the areas on that side of the parkway.
- Mayor Wear stated that he was pleased with the success of the LeConte Center and that LeConte is bringing in 8 events that are new to the market.

Mayor David Wear stated that he was “honored to be here to share the good news that the gross revenue figures for 2014 exceeded 1 Billion dollars at 1.21 Billion”.

Mayor Wear believes that the success of a community or a business are similar and require each to determine what they are and then to invest in that.

President's Report:

President Pam Smith thanked Mayor Wear for presenting such important information and good news and stated she was proud to be part of this community. She encouraged the audience to remember that they “are PFHA” and read through a list of accomplishments for 2014.

President Smith reminded everyone of the upcoming trade show on March 31 at the LeConte Center and also announced the date of the Sevier County Stars of The Industry Luncheon scheduled for August 4, 2015.

Next Meeting: March 12, 2015 Hatfield and McCoy Theater

The meeting adjourned at 12:55 pm