



**PFHA, Inc.
Membership Meeting
Minutes
October 15, 2015**

PFHA members and guests were welcomed by President Pam Smith which was followed by the Pledge of Allegiance and prayer by Leon Downey.

The meeting was called to order at 11:33 a.m. at Holiday Inn Convention Center in Pigeon Forge by President Pam Smith

A motion to approve the September 10, 2015 minutes was made by Melanie Clifford and seconded by Brad Ivens, with all in favor the motion carried.

The Treasurer's Financial Report was read by Ben Humphries:

PFHA, Inc. Bank Reconciliation

Beginning Balance as of 9/1/15	\$2703.59
Deposits	\$8070.00
Checks written	\$9754.93
Ending Balance as of 9/30/15	\$1018.66

Pigeon Forge Hospitality Association, LLC

Beginning Balance as of 9/1/15	\$41717.91
Deposits	\$2910.00
Checks Written	\$12684.76
Current Balance as of 9/30/15	\$31943.15

A motion to approve the financial report as read was made by Tom Headla and seconded by Bobby Tanner, with no opposition the motion carried.

2016 Budget Summary

Treasurer Ben Humphries read the 2016 Budget Summary. The 2016 budget is \$181,125.00. A motion to approve the 2016 budget as presented was made by Sande Weiss and seconded by Ray Ogle, with no opposition the motion carried.

Treasurer Humphries announced that the 15th Annual Bowling for Tourism event will grow to 3 flights in January of 2016.

Election of 2016 Board of Directors

President Pam Smith read the 2016 ballot and asked for floor nominations. There were no nominations from the floor. A motion to accept the 2016 ballot as read was made by Tom Headla and seconded by Melanie Clifford, with no opposition the motion carried. The 2016 ballot is attached to these minutes.

Reports:

PFHA Committees

Communication: Eric Bradley, Chairman

- The Governor's Conference was a tremendous success and we would like to thank everyone attended and participated in this year's event.
- The Pigeon Forge Department of Tourism presents "Tourism Talks" on Thursday October 29 at 8:30 am at the Holiday Inn Hotel Convention Center for businesses licensed with the city of Pigeon Forge. Join the PF Department of Tourism for "Pigeon Forge: Destination Profile". The deadline to RSVP is Oct. 26, and you can RSVP by calling [865-429-8611](tel:865-429-8611) or go to MyPigeonForge.com/RSVP.
- Registration will begin soon for the 15th Annual SCHA Trade Show. This year the event will be on Wed. April 6th at the Sevierville Convention Center. Be sure to reserve your booth as soon as possible. Registration forms will be going out this week and if you have any questions, feel free to contact Christie Connatser or any of our board members. We are looking for sponsors for this year's Trade Show.
- On November 19th we will be "Forging Together" afterhours at the Old Mill in Pigeon Forge. It is a great way to network and build relationships outside of our monthly business meetings and a great opportunity to introduce a friend or colleague to PFHA!

Following today's meeting those who registered to attend today will receive a short survey by email to evaluate (anonymously) this event. Help us to better serve you by taking 60 seconds and completing the survey!

Our next meeting is November 12 at Dixie Stampede. This is our annual Veteran's Tribute joint meeting, so make sure that you RSVP early and get your spot secured for one of our most fun and meaningful meetings of the year.

- If you have not done it yet, become a fan on Facebook, follow the PFHA on twitter and visit the website, www.pfhospitality.org. The home page features important association news plus industry & area happenings and the "Area Calendars & Links" TAB is a one-stop for links to a variety of area calendars

City, County and Government

Pigeon Forge Department of Tourism - Leon Downey, Executive Director

- Preliminary revenue figures are always reported 2 months behind so I have the preliminary figures for August 2015
 - Amusements were up 6% in August and up 8 % for the year
 - Lodging revenue was up 6% in August and up 18% for the year
 - Restaurant revenue was in August was \$23,879,323.00
 - Total Gross Receipts were up 7 % in August and up 11% for the year
 - At the last meeting Karl Thomas and Tom Headla asked for these figures to be broken down further with restaurants and retail numbers.

- Anita King has been appointed to a new position and will be the Area Marketing Representative for the Department of Tourism. Anita will be back out on the street visiting businesses and keeping the department of tourism up to date on what Pigeon Forge businesses are doing and planning.

Pigeon Forge Department of Special Events - Butch Helton

- The 26th Annual WinterFest Kick-off is on November 10, 2015 at Patriot Park in Pigeon Forge
 - The kids area will open at 4 p.m.
 - Activities and entertainment will begin at 5 p.m.
 - The Trolley Tour of Lights will be free during the kick-off
- The 17th Annual Saddle Up is scheduled for February 17 – 21st, 2016 at LeConte Center
- Wilderness Wildlife Week has moved to May and we will be announcing the details soon!
- The Pigeon Forge Department of Tourism is proud to say that we won 20 awards for our events: 6 Gold, 6 Silver, and 8 bronze.
- Congratulations to our sister cities for also winning several awards and to Sevierville for winning the highest award given for “Bloomin’ Barbeque and Bluegrass”.

The LeConte Center at Pigeon Forge – Phil Campbell, Facility Manager

- The 2nd National Quartet Convention was a fantastic event
- Very high satisfaction rating
- Thank you to everyone across the city who stepped up and volunteered to help
- Thank you to all the city employees who worked extra shifts and did extra jobs
- The visitors loved seeing the marquees around town saying “Welcome NQC”

National Quartet Convention – Clarke Beasley

- Thank you to the entire hospitality community for your efforts and for making everyone feel so welcome
- It took everyone to create a grand time for the NQC attendees
- The improvements made by the city of Pigeon Forge allowed NQC to produce the best sound ever in our 59 year history
- Thank you to Christie Balog for her help and her level of commitment to ensuring this event was a success

Other Organizations

- TnHTA: Ken Maples, Chairman
 - The 2015 Governor’s Conference on Hospitality and Tourism was a success
 - We tried to up our game with even better speakers and program offerings
 - Sevier County was well represented with 65 attendees
 - Coming up is a Joint Legislative Luncheon on Wednesday October 21, 2015 in Gatlinburg at Rocky Top Sports World
- Smoky Mountain Tourism Development Council – Mary Hope Maples
 - Winterfest Shirts are in and are available at city and area Welcome Centers
 - SMTDC can provide shirts for area business at a reduced rate
 - There is a tool kit available now for businesses and the Winterfest Postcard is available today as well
 - Next week we begin visiting media to promote Winterfest

Speaker Presentation- Ripken Baseball: Bobby Holland and David Bounds

Danny Wells, Manager of Hospitality & Operations – Myrtle Beach is also with us today

- History of Ripken Baseball – Bobby Holland
 - Cal Ripken, SR 37 years as a player, coach, and manager
 - Cal Ripken, JR Played 2632 consecutive games, 19 times an All Star, 2 time Golden Glove winner, 2 time American League MVP
 - Bill Ripken Co-Founder and played major league baseball for 12 years
- Philosophy
 - Keep it Simple
 - Explain the Why – Purpose driven
 - Celebrate the Individual – This fuels the willpower to succeed
 - Have fun – Joy shatters the limits of what we can achieve, the game is supposed to be fun
- Creed
 - We do the right things the right way, the Ripken Way
- Brand Reach
 - 69 million people annually
- Facilities
 - Aberdeen, Maryland and Myrtle Beach, South Carolina
 - Pigeon Forge set to open March of 2016 and is a partnership with the city of Pigeon Forge
 - Construction is due to complete by the end of December with 6 ball fields
 - Two level clubhouse (14,000 sq. feet) with a beautiful view of the mountains
 - 2 Playgrounds for kids
 - Indoor and outdoor concessions
 - Batting cages

Sponsorship opportunities and employment opportunities are still available

President's Report:

- Next Forging Together Networking Event: November 19, 2015 at the Old Forge Distillery in Pigeon Forge
- Next meeting is a Joint Associations Meeting on November 12, 2015 at Dixie Stampede

Adjournment

Respectfully submitted by Betsy Burgin

2016 OFFICIAL BALLOT

VICE-PRESIDENT: (Check One)

(One Year Term)

_____ Mark Thomas _____

TREASURER: (Check One)

(Two Year Term)

_____ David Wear _____

PAST PRESIDENTS: (Check Two)

(One Year Terms)

_____ Johnny Hill _____
_____ _____
_____ Ben Humphries _____

AREA DIRECTORS: (Check Five)

(One Year Terms)

(Lodging) _____ Ray Ogle _____

(Restaurants) _____ Bart Smith _____

(Theaters) _____ Joe Reeping _____

(Attractions) _____ Carol Agee _____

(Retail) _____ Donna Huffaker _____

DIRECTORS AT LARGE TWO YEAR:

(Check Two)

_____ **Tim Kellar** _____

_____ **Jeff Taylor** _____

DIRECTORS AT LARGE ONE YEAR:

(Check Two)

_____ **Pam Ogle** _____

_____ **Sande Weiss** _____
