



PFHA, INC.
Membership Meeting
Minutes
Riverstone Resort and Spa
January 8, 2015

President Pam Smith called the meeting to order and thanked everyone for attending. President Smith then asked Andrew Byrd to come to the podium to lead in prayer and the Pledge of Allegiance.

President Smith thanked Riverstone Resort and Spa for hosting and Calhoun's Restaurant for catering lunch.

President Smith thanked Johnny Hill for serving as president for the majority of 2014 and introduced a power-point presentation titled "Johnny Hill, A Lifetime of Service" which contained photos and quotes from friends and business associates. President Smith then asked Johnny Hill to join her at the podium and presented him with a card and gift. On behalf of the board of directors and membership of PFHA, she presented him with a wrist watch.

Chairman, Johnny Hill thanked everyone for "this uncalled for recognition". Mr. Hill also stated "I am humbled and appreciate your support. If I can be any help to any of you at any time please let me know".

President Pam Smith asked membership committee chairperson Donna Huffaker to come to the podium and speak about the 2015 membership drive. Donna Huffaker reminded everyone that it is time to renew their membership for 2015 and that it would be very helpful if they could send in their membership renewals by January 31. She also notified the membership that the committee would be meeting very soon to plan strategy for the 2015 membership campaign and acquiring new members.

A motion to approve the membership minutes from the December 11, 2014 meeting was made by Eric Bradley and seconded by Jeff Taylor. With no opposition the motion carried.

Treasurer Ben Humphries read the treasurer's report and bank reconciliation.

PFHA, Inc.	
Beginning Balance 1/1/15	841.50
Deposits	633.00
Checks written	0.00
Ending Balance 1/7/15	1474.50

Pigeon Forge Hospitality Association, LLC.	
Beginning balance 1/1/15	16889.46
Deposits	525.00
Checks written	2620.60
Current balance 1/7/15	14793.86

A copy of the bank reconciliation is attached with these minutes.

Treasurer Humphries stated that the checking account balance was low in one account due to the recent payment of lodging rebates for the National Quartet Convention. He emphasized that it is very important for the members to pay any outstanding balances due to PFHA since the rebates have already been issued to NQC.

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

The association has a completed budget for 2015. This budget reflects changes in donations and in expenses from the previous budget. The 2015 budget totals \$155,375.00. Treasurer Humphries then asked if there were any questions or comments.

A motion to approve the treasurer’s report as read was made by Johnny Hill and seconded by Tom Headla. With no opposition the motion carried.

A motion to approve the 2015 budget was made by Karl Thomas and seconded by Jeanie Allen. With no opposition the motion carried.

A copy of the approved 2015 budget is attached to these minutes.

PFHA committees reported to the members:

Communications and media relations chairman Eric Bradley reported that this committee had a productive first meeting. He also reported that there were several upcoming events:

PFHA Bowling for Tourism is January 22, 2015 at the Pigeon Forge Community Center from 4-8pm. To date there are 3 team slots available on the 6pm flight and room for twelve additional lane sponsorships and numerous wall sponsorships. Please contact Sheila Gibson Ben Humphries regarding sponsorships.

The Pigeon Forge City Commission meets Monday at 5:30 pm in chambers at city hall. The agenda will be posted on the city website.

February 12, 2015 is the next “Forging Together” Network After Work event at Ole’ Smoky Moonshine on the Island.

February 19, 2015 is the next PFHA Membership meeting and is the “State of the City” meeting at the LeConte Center.

The annual TnHTA Day on The Hill in Nashville is scheduled for March 3, 2015

The SCLA Trade Show, the largest hospitality industry show of its kind in Tennessee is scheduled for March 31, 2015 and will be held at The LeConte Center. Trade show sponsors are S&D Coffee and Tea, Ripley's Entertainment, Rafting in the Smokies, and Pepsi.

Education Committee Chairman Joe Fall reported continuing meetings with the Sevierville Chamber of Commerce and area hospitality associations about joining forces with PFHA to produced seminars.

The committee is evaluating and revising the scholarship criteria for roll out in April. The committee would like to fund a scholarship for someone who is working in and is invested in the hospitality industry in Sevier County. This is a type of scholarship that the Sevierville Hospitality Association funds. The Pigeon Forge High School scholarships typically go to students of hospitality employees or business owners. The selected students may or may not study fields in the hospitality industry.

February 21, 2015 is the next ProStart competition at Glen Cliff High School in Nashville, Tennessee. This event is in the style of an "Iron Chef Competition". This event needs judges for the Friday and Saturday competition.

Bowling event chairman Ben Humphries reported that there are 3 openings for teams for the 6pm flight with twelve openings for lane sponsorships and numerous wall sponsorships. Please contact Sheila Gibson regarding sponsorships.

City officials reported to the members:

Leon Downey, Executive Director, Department of Tourism

Preliminary figures for November 2014 show November up 14% over the previous November and up for the year by 8%. Amusements were up 22% for the month and up 6% for the year. Lodging was up 17% for November and up 9% for the year.

Butch Helton, Pigeon Forge Department of Special Events

The 25th annual Wilderness Wildlife Week is coming up January 24 through the 31, 2015 at The LeConte Center. This year's event includes 65 hikes, 75 exhibitors, and over 400 lectures and programs all of which are free. Also, Lee Stetson will be portraying naturalist John Muir and we will also have the participants of the "Talk is Cheap" tour Bill Landry and Sam Venable.

Saddle-Up at the LeConte Center is February 18 through the 22, 2015. This year most events will be at LeConte Center with a few at other sites. The very popular Chuck Wagon Cook-off will be at Clabough's Campground again this year. Also we have Wylie and the Wild West and premier cowboy poet Baxter Black. Tickets are available

on the website as is the schedule of events. Thank you to PFHA for being a major sponsor of city events.

President Pam Smith returned to the podium to present a recap of 2014 with the assistance of a power-point slide show featuring PFHA leadership, board of directors, monthly meetings, events, committees, successes, and fund raising activities.

Following a review of 2014 President Smith presented a look ahead at 2015. President Smith stated that she is originally from Indiana and has lived here for twenty-one years. She noted that she has three children and ten grandchildren. Also, that she sang at Music Mansion and then went to work for Bluff Mountain Rentals and became involved with PFHA through Tom Headla.

President Smith introduced each of the committee chair persons present and each read the names of committee members, description, goals, and objectives of their respective committees to the attendees. President Smith presented information for committees that were not represented by a chair person.

Following the committees, President Smith introduced the Area Directors and asked each to say a few words about this aspect of the association.

Christie Balog, Pigeon Forge Housing Bureau Coordinator, introduced herself and asked the attendees to let her know if there was anything she could do to assist the lodging partners with their participation in the Pigeon Forge Housing Bureau.

Betsy Burgin, PFHA Executive Coordinator, presented two slides listing the job tasks and objectives of this position and encouraged the attendees to let her and the communications committee know what information they are interested in and to let her know how she can be of assistance. She also reiterated the importance and success of PFHA events and the role they play in the community.

Dave Jones from the Tennessee Department of Tourist Development announced that the new vacation guide is now available. 550,000 copies were printed and are available now in all of the state welcome centers.

Dave Jones announced that an event is being planned for Commissioner Susan Whitaker at the University of Tennessee. This event is part of "Legends of The Industry" and a date will be announced soon. Also he announced that the "Tennessee Sampler" is coming up and will be heading to Chicago April 14-16, 2015 and encouraged everyone to participate.

President Pam Smith announced that the next meeting is on February 19, 2015 at The LeConte Center and will be "The State of the City" presentation.

A motion to adjourn was made by Tom Headla and seconded by Karl Thomas, with no opposition the motion carried.