

Deposits	165.00
Checks Written	5809.16
Ending Balance as of 8/31/15	\$2703.59

Treasurer Ben Humphries reviewed the bank reconciliation for Pigeon Forge Hospitality Association LLC.

Beginning Balance as of 8/1/15	\$26875.81
Deposits	29644.00
Checks Written	14801.90
Current Balance as of 8/31/15	\$41717.91

The bank reconciliations are attached to these minutes.

A motion to approve the treasurer’s report as read was made by Tom Headla and seconded by Ken Maples, with no opposition the motion carried.

Communications and Media Relations Committee: Chairman, Eric Bradley

- Job Fair coming up on September 15: At Stadium- Contact Janis Bettis
- ABWA Seminar coming up September 16 from 8-4:30 at the Holiday Inn in Pigeon Forge
- The quarterly “Forging Together” after-hours event is Wednesday September 16 at Hard Rock Café from 5 – 7 p.m.
- The Governor’s Conference on Hospitality & Tourism is October 7-9 at Gaylord’s Opryland Resort in Nashville
- September 27 – October 3, 2015 is the second National Quartet Convention at LeConte Center in Pigeon Forge so please inform your employees about this convention and post a welcome for attendees on your marque
- Thank you to Ben Humphries for another great Housekeeper Tournament and thank you to goody bag sponsor Drake Grosser and Sysco-Guest Supply

Education Committee: Chairman, Joe Fall

- Work has begun on the 2016 Hospitality Trade Show which will be at the Sevierville Convention Center
- We are working on Homeland Security Workshop for November

Events Committee: Housekeeper Tournament of Champions – Ben Humphries

- 20 teams registered and 17 teams participated
- Thank you to Drake Grosser and Sysco-Guest Supply for providing over 120 goody bags with supplies and treats for the housekeepers and participants
- Thank you also to Diverse Concepts and Old Mill Square for cookies!
- The event received media coverage on WBIR & WVLT
- Prize money and plaques were awarded to 1st, 2nd, 3rd, and 4th Place Winners
- Thank you to everyone who volunteered and worked at the event

City Government: Leon Downey, Executive Director of the Department of Tourism

- Preliminary figures which are always two months behind
- July figures
 - Amusements were up 3 % and up 8 % for the year
 - Lodging up 23 % and up 21% for the year

- Total gross receipts were up 14% and up 12% for the year
- NQC Information will go out tomorrow to all city businesses with Road/street/parking information, schedules, etc...
- Additional parking spaces have been added
- All showcases this year will be at LeConte Center
- New this year are risers for elevated seating in the back

Butch Helton: Department of Special Events

- Thank you to everyone who helped make the city sponsored Veteran's Parade a success!
- The next city sponsored event will be the kick-off of Winterfest at Patriot Park on Tuesday November 10, 2015 at 5 p.m.

Jennifer Smith: LeConte Center at Pigeon Forge

- Our most recent event was the "Jeep Invasion"
- This week there is a new conference coming into the center
- Following that will be the Pigeon Forge Rod Run
- Next we host the National Quartet Convention
- Following NQC will be "Celebrators" and "Hearts on Fire"
- The new meeting & event guide is now available and we give this to planners and prospects

Mary Hope Maples: Smoky Mountain Tourism Development Council

- Winterfest is two months away so the time to plan and prepare is now
- Please continue to invest in Winterfest
- SMTDC will provide promotional kits for area businesses
- Lists of lighting and display providers are available today
- We will be visiting five key markets to promote Winterfest

Speaker: Greg Adkins, CEO of the Tennessee Hospitality & Tourism Association

- TnHTA is the lodging, restaurant, and tourism industry's non-profit state-wide association with over 1700 members
- Advocacy voice and source for information, education, and professional services for members
- Government Relations:
 - Grass roots advocacy by lobbying through local constituents, local associations, and providing legislative updates & alerts plus email newsletters and information updates via social media
 - Grass tops advocacy via professional lobbying representation – TnHTPAC, plus TnHTA "Day on the Hill" face to face with legislators, Editorials from top industry executives, serving on state and local government boards & commissions
- Work with local officials in counties and communities:
 - To address local issues
 - Work directly with local members (CVBs/DMOs, attractions, hotels, restaurants) in dealing with city and county government issues to help develop and foster a positive business environment
 - Very active in local lodging, attraction, and restaurant tax issues, enactment or expansions, and their use for tourism-related activities
- Work at the State Level: Legislators
 - 80% of the TnHTA's government relations and advocacy work is geared toward representing the interests of the hospitality and tourism industry to state legislators and the administration and in defending members against the unintended consequences of various legislative initiatives
 - Without this the ability of our members to conduct their business could become increasingly and unnecessarily more difficult and the cost of doing business for our members would increase significantly

- The goal is to create and defend an environment that encourages the tourism and hospitality industries to thrive
- TnHTA aggressively opposes anything that negatively impacts the business interest of tourism-related organizations and businesses
- TnHTA's Lobbying Team: Greg Adkins, Dan Haskell, Matt Scanlan, and Dustin Goforth
- TnHTA covers numerous bills presented to the legislature that are related to hospitality and tourism
 - Liquor-COD changes
 - Code Clean-up & Simplification
 - Increased funding for tourism marketing
 - VRBO and AirBnB's
 - Lodging/Occupancy taxes
 - OTC's
- TPAC receives \$100,000 annually
- Work with AHLA, U.S. Travel Association, The National Restaurant Association, Southeast Tourism Society and IAAPA
- TnHTA Education Foundation:
 - Sponsors "Pro-Start" Program and Culinary competition, Scholarships for hospitality & tourism related studies in Tennessee colleges and universities and provides seed money for related educational curriculums
 - Goal: develop the best and brightest talent for tomorrow's food industry leaders
 - 2014: Programs resulted in over 1.2 million in college scholarships to Tennessee Pro-Start students
 - Sissy Ivey's Program in Sevier County has won a national award: The culinary programs on the high school level and "Pro-Start" programs help change the lives of at risk teens and improves the graduation rate
- Professional development is offered through
 - Education and certificate programs: ServSafe and American Hotel & Lodging Educational Institute, Certified Destination Management Executive, Certified Tourism Management Professional
 - TnHTA offers a free legal symposium annually in Nashville
 - Tennessee CVB/DMO Blizzard
 - Governor's Conference on Hospitality and Tourism
- Member services and benefits
 - Insurance
 - Card processing discounts – Heartland
 - Free listing in the Accommodations, Attractions, & Dining Guide
 - Buyer's Guide & Membership Directory
 - Magazine: Tennessee Notes

President's Report: Pam Smith

- Forging Together "After Hours" is coming up at the Hard Rock Café on September 16 from 5 – 7 p.m.
- The Governor's conference is October 7-9, 2015 at the Gaylord Opryland Resort in Nashville
- The next meeting is on October 15, 2015 at the Holiday Inn featuring representatives from Ripken Baseball and we will also hold the election of officers
- Thank you to Kevin Wilson, Tristan LaBorde and Roger Helton for providing music and to Chef's Catering for the delicious meal, and also to Mike Gwinn and Main Stay Suites for hosting this meeting
- Thank you to the Pigeon Forge Police Department and Fire Department

Adjourn

Respectfully submitted by Betsy Burgin