

IN THE MATTER OF: )  
)  
)  
JACKSON COUNTY TOURISM )  
DEVELOPMENT AUTHORITY )  
)

Board Meeting

Wednesday, August 21, 2013

The above-entitled cause came on for hearing at the  
Cashiers-Glenville Recreation Center, Cashiers, North  
Carolina, commencing at 1:06 o'clock p.m.

Reported by:

Diane L. Thommes, CSR, RPR, CRR

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## A P P E A R A N C E S

## Board members present:

Clifford Meads, Chairman  
Alex Bell  
Bob Dews  
Ken Fernandez  
Darlene Fox  
Robert Jumper  
Vick Patel  
Brien Peterkin  
Julie Spiro  
Mary Lanning

Also present:  
Vicki Greene  
George Ware

## P R O C E E D I N G S

MR. MEADS: I think we are going to call this thing to order.

Welcome everyone. The first thing we have on the docket is approval of the minutes from the public comments on June 26th that were sent out electronically, but you do have a copy here. And then after that, the meeting minutes from the July 17th meeting, which I thought we'd have copies here, but apparently we don't, but I know that they went out.

So where would you y'all like to start, with the public comments?

UNIDENTIFIED SPEAKER: I make a move to approve the public comments.

UNIDENTIFIED SPEAKER: Second.

MR. MEADS: All right. Any discussion on what was said at the meeting or anything like that? No? Okay.

Motion and second, all in favor say aye. Opposed.

VOTE TAKEN: The following voted in the affirmative: Clifford Meads, Alex Bell, Bob Dews, Ken Fernandez, Darlene Fox, Robert Jumper, Vick Patel, Brien Peterkin, Julie Spiro, Mary Lanning.

MR. MEADS: All right. Those are entered into the record.

And like I said, I'm sorry, I thought Stephanie was

1 going to run off copies of the minutes from -- that we got  
2 from the stenographer last meeting which I thought was  
3 really helpful.

4 MS. SPIRO: Here is the official one, if you need  
5 it.

6 MR. MEADS: Thanks. That's probably why we didn't  
7 do it. It's 54 pages.

8 Did y'all read it? Was there anything that jumped  
9 off the page beside the detail that was so good?

10 MR. DEWS: It was very thorough.

11 MS. GREENE: Very, very thorough.

12 MR. MEADS: Do I have a motion to approve those  
13 minutes?

14 MR. JUMPER: So moved.

15 MR. MEADS: Second?

16 MR. DEWS: I'll second that.

17 THE REPORTER: I'm so sorry. I don't know your  
18 names.

19 MR. MEADS: I'm sorry. We're going to have to  
20 introduce ourselves. That's Robert Jumper. That's Bob  
21 Dewes. I'm Clifford Meads. And Ken Fernandez.

22 THE REPORTER: Okay. We're caught up now.

23 MR. MEADS: We have a motion and a second. All in  
24 favor say aye. Opposed. All right.

25 VOTE TAKEN: The following voted in the

1 affirmative: Clifford Meads, Alex Bell, Bob Dews, Ken  
2 Fernandez, Darlene Fox, Robert Jumper, Vick Patel, Brien  
3 Peterkin, Julie Spiro, Mary Lanning.

4 MR. MEADS: Darlene has got some good news for us  
5 all. You're up.

6 MS. FOX: I'm Darlene Fox.

7 The financial report for July, the revenues  
8 collected was \$93,049.48. We had expenses of \$14,513.10.  
9 The cash balance at June 30th -- at July 31st was  
10 \$280,688.03. As soon as the audit is finished, we'll have  
11 the fund balance numbers available for you.

12 I also developed a revenue comparison you asked  
13 about at the last meeting to see what the difference was  
14 without the one percent increase. So I took the first six  
15 months of collections, and for FY 12, that number was  
16 \$165,657.52. FY 13, with the four percent, the additional  
17 one percent increase, is 236,422.25. That was a  
18 42.72 percent increase.

19 And if you factor out that additional one percent,  
20 we're still looking at a 7.04 percent increase over the same  
21 period a year ago.

22 MR. BELL: With all the rain, that's amazing.

23 MR. MEADS: That's a good number.

24 MR. PETERKIN: Are there new accommodations that  
25 are coming into that? Is there a lot more rentals or can

1 you tell?

2 MS. FOX: The number last June -- well, last July  
3 was 131. We've got 140 now. So we've got nine new ones.

4 MR. PETERKIN: Nine new units.

5 MR. DEWS: Is there any way to, like, do a comp  
6 analysis, whatever was reporting last year reporting this  
7 year because that seven percent is inclusive of the new  
8 properties, right?

9 MS. FOX: It is.

10 MR. DEWS: Is there any way -- I mean, I don't want  
11 to --

12 MS. FOX: I could look at it and see.

13 MR. DEWS: Do you know how many rooms that  
14 represents? Like the new properties?

15 MS. FOX: Not without the analysis.

16 MR. DEWS: Yeah. Okay.

17 MR. BELL: Well, ten percent would be 28 grand,  
18 right? So seven percent is 20 grand or something. So --

19 MR. DEWS: It would just be interesting to know  
20 what we did versus last year. This is with new growth, you  
21 know, and seven percent with the rain, then you go, Oh, hey.  
22 But if it's a significant contribution on new  
23 establishments.

24 MR. BELL: It would be nice to know if we're  
25 growing or if we're adding more -- you know what I mean.

1 MR. JUMPER: What's our true comp growth.

2 MR. BELL: Yeah.

3 MR. DEWS: I mean, it's great. The numbers are  
4 great. More is better, but.

5 MR. DEWS: Is there any way to figure that out?

6 MS. FOX: I'll look at it and see.

7 MR. DEWS: I mean, I don't want to have to do a lot  
8 of manual calculations.

9 MS. FOX: Well, there's only nine, so we probably  
10 could isolate those and pull them out.

11 MS. GREENE: When you say nine, Darlene, is that  
12 nine establishments with more than nine rooms altogether  
13 or --

14 MS. FOX: Yeah, it is.

15 MS. GREENE: Okay.

16 MR. DEWS: And not individually. I don't care what  
17 it is pulled out individually, but collectively, you know,  
18 we're halfway through our calendar year, pretty much through  
19 our season with July and August coming into the numbers, so  
20 that could be --

21 MR. MEADS: Pull that block of nine out.

22 MR. DEWS: Yeah, as for the first seven,  
23 eight months or whatever, and just see where we really are.  
24 Would be just interesting.

25 MR. PETERKIN: Interesting to find out with all

1 this marketing, too, you know, how is that helping. At some  
2 point we need to know.

3 MR. BELL: We can be establishing a baseline,  
4 really.

5 MR. JUMPER: Well, your comp growth is going to  
6 change every year, you know, pulling out whoever was in it  
7 the year before to affect those numbers.

8 MR. MEADS: I was just wondering when the hotel in  
9 Sylva was going online.

10 MR. PATEL: Which one?

11 MR. MEADS: The one that's up on the hill.

12 MS. SPIRO: Four weeks, they're saying. But we've  
13 also heard a number of times a couple of different dates, so  
14 I'm hearing four weeks now.

15 MR. BELL: Is that a national chain?

16 MS. SPIRO: It will be a Comfort Inn. It is a  
17 national chain.

18 MR. MEADS: So that's going add to it, too,  
19 significantly.

20 MR. PETERKIN: You know, for the school and  
21 everything, I bet that will be a big deal.

22 MS. GREENE: Football weekends.

23 MR. PETERKIN: Yeah. Yeah.

24 MS. GREENE: The league season. It's a natural --

25 MR. MEADS: Is that it?



1 MS. FOX: That's it on the report. We are starting  
2 to receive some discovery notices from our tax audits, so in  
3 the next month or so you will see those discoveries coming  
4 in as revenues and benefits.

5 MR. DEWS: What do you discover?

6 MS. FOX: Some of it's mainly reporting errors  
7 where they reported the wrong amount for the month. I mean,  
8 we haven't realized any large claims yet. They're still  
9 working through them.

10 MR. DEWS: That's what I was wondering. Anything  
11 that would stand out.

12 MS. FOX: No. No.

13 MR. DEWS: No hidden coffee cans of money anywhere?

14 MS. FOX: No.

15 MR. MEADS: All right. Thank you, Darlene.

16 Yesterday Alex and I went down to talk to the folks  
17 in Transylvania, the TDA. And the point of the discussion  
18 was to find out where they're thinking was on the video that  
19 they had developed that had Play On on it.

20 I thought it was a very enlightening conversation.  
21 It certainly opened the door for future conversations with  
22 them and some collaborating, maybe some projects down the  
23 road, and certainly a meeting in late October or November  
24 with the two boards coming together.

25 That Play On portion of the video as it was

1 described to us -- and jump in if you want, Alex, at any  
2 time -- they were using that kind of as -- kind of like the  
3 music in the video, they wanted it to sound like it's just  
4 supposed to play on. You know, because it's all about  
5 music, obviously, footage and that kind of stuff. But they  
6 were, in their minds, it was to make the music play on, make  
7 the experience play on.

8           They don't have any intention of doing anything  
9 with Play On in the future. Never really thought about it.  
10 And we were assured that we're going forward full steam  
11 ahead, and we can have conversations with them later on if  
12 they want to piggyback off of it or if we want to allow them  
13 to piggyback off of it. But we've got to get some ads in  
14 the magazines and out on the streets that we can demonstrate  
15 that it is our campaign so we can trademark it, but we're  
16 good to go.

17           So I thought it was a really good trip. The folks  
18 there couldn't be nicer.

19           MR. BELL: Their marketing people, the actual  
20 people that produced the video, were there as well. It  
21 wasn't just their --

22           MR. FERNANDEZ: It was a great video.

23           MR. BELL: So they were assuring it was that  
24 one-time shot. And they're also doing a 30-second TV ad,  
25 but there was also assurance that Play On would not appear

1 in the TV ad that they produced. So they were very  
2 welcoming and, you know, I think it was a good meeting.  
3 And, hopefully, maybe this winter we can have another  
4 meeting to kind of share some ideas and see about  
5 piggybacking some other things.

6 MR. MEADS: They did ask us if we had any problems  
7 with that video, and I kind of took the position as a  
8 neighborly thing that that's no big deal. I'm not worried  
9 about it. In the grand scheme of things there's no sense in  
10 picking apart one project, if you can say that that's one  
11 project, then I'm not going to worry about it.

12 So I thought it went really well.

13 MR. BELL: I couldn't open the video, but I saw --  
14 well, before the video it said "Play On." But do they say  
15 "Play On" in the video?

16 MR. MEADS: Yeah, it's a graphic at the very end,  
17 almost identical to what we watched with BCF.

18 MR. PETERKIN: Did they just come up with that on  
19 their own?

20 MR. BELL: Yeah. Actually, during a process when  
21 they were editing or putting it together or recording the  
22 music, they said the music, again like Clifford was saying,  
23 just kept playing on. And as they discussed about that,  
24 that's kind of how they came up with it. So it was totally  
25 unrelated to anything from our standpoint.

1 MR. DEWS: Do you know what the name of the company  
2 was that produced the commercial?

3 MR. BELL: Randy and Karen are the two people.

4 MR. PETERKIN: I think they are local.

5 MR. MEADS: They do marketing for Lonesome Valley.

6 MR. PETERKIN: They are the group out of Asheville,  
7 then.

8 MR. BELL: Yes.

9 MR. PETERKIN: I can't think of the name right now.

10 MR. PATEL: Integrated.

11 MS. SPIRO: I think it's Tinman Productions.

12 MR. PETERKIN: Well, I don't know, the group out of  
13 Asheville -- I just don't know.

14 MR. MEADS: I don't know. We didn't even swap  
15 business cards. It was just casual.

16 MR. BELL: Just stories. They did stuff in  
17 Pensacola where I'm from, so we had that conversation. She  
18 liked to fish, so we had that conversation, but we didn't  
19 get the cards.

20 Do we need, backtracking just a minute -- we didn't  
21 approve the financial report.

22 MR. MEADS: Oh, that's a good point. Thank you.

23 MR. BELL: So I would like to make a motion that we  
24 approve and accept the financial report as submitted.

25 MR. MEADS: That's very good, Mr. Governance.

1 MR. DEWS: Second that.

2 MR. MEADS: We have a motion and a second. Any  
3 discussion on Darlene's report?

4 All in favor, say aye. Opposed.

5 VOTE TAKEN: The following voted in the  
6 affirmative: Clifford Meads, Alex Bell, Bob Dews, Ken  
7 Fernandez, Darlene Fox, Robert Jumper, Vick Patel, Brien  
8 Peterkin, Julie Spiro, Mary Lanning.

9 MR. MEADS: Thank you. Thanks, Alex.

10 MR. PETERKIN: That's great news. That would have  
11 been a bummer.

12 MR. MEADS: I'm telling you.

13 MR. FERNANDEZ: Sounds like the meeting went great.  
14 But in this world we live in, do we need to get it in  
15 writing anyway? They can say that they had it on their  
16 video before we started it down the road.

17 MR. MEADS: Well, they assured us that they had no  
18 interest in doing that, and we can get it in writing. I'm  
19 sure that they would do that. But I think it behooves us to  
20 get on with our local discussion and get that in there  
21 because we told them that we were going to proceed with  
22 trademarking, and they basically said have at it.

23 MR. FERNANDEZ: You're comfortable with it then?

24 MR. MEADS: I'm very comfortable with it.

25 MS. GREENE: Something you could do is write to

1 whoever you talked to and say, Thank you for the meeting.  
2 And our understanding is that the Play On 30-second video,  
3 or whatever it is, is a one-time deal.

4 MR. MEADS: I can do that, and I can invite them to  
5 a future meeting of the combined boards because, believe me,  
6 they know the pains of a new TBA and all that kind of stuff  
7 and learn from it. Right down the street.

8 MS. GREENE: I have the 30-second video here if  
9 somebody would like to see this after the meeting.

10 MR. MEADS: That's the one that says get here.

11 MS. GREENE: Play On of Transylvania County video.  
12 I haven't seen it yet.

13 MR. MEADS: Okay. With that being said, the next  
14 thing on the agenda is the BCF brand logo discussion.

15 Julie was kind enough to make several copies of all  
16 of the looks. There is not enough for everybody, but  
17 there's probably enough for one for every table.

18 MS. SPIRO: There's six copies, so if you can share  
19 and look on with each other.

20 Go that way with them.

21 MS. GREENE: I'm not voting, so I really don't  
22 care. It's not that I don't care. Give it to somebody who  
23 is voting.

24 MR. MEADS: All right. Let's just, as a reminder,  
25 this is how we got here.

1 MS. SPIRO: Wait. Can you give one to Mr. Meads  
2 for a minute because he needs to have the same number on his  
3 bottom piece of paper. And I'll trade you, Quintin, so that  
4 he can see what y'all are seeing.

5 MR. MEADS: Thank you. All right. How we got here  
6 was we had the first four logos that were presented to us,  
7 and we had kind of a long discussion on it. And the outcome  
8 of that was out of these four, the one that was -- that  
9 received the most attention was number one, with -- one,  
10 two, three, four, five -- six people liking it. Then the  
11 discussion shifted to maybe we want to see a different  
12 family of these. If I don't need to go through all this,  
13 that's fine.

14 So the second go-round is this batch that Art's  
15 creative department came up with to give us some other ones  
16 to look at. And that's where we are in this process. So I  
17 think as we figure out a way to whittle this down, we can do  
18 it any way you want, but we'll need to certainly include the  
19 first go-round.

20 MR. BELL: Clifford, where -- you know, we all may  
21 have opinions on these, which ones we like or don't like.  
22 And they may or may not be worth much. But where are we --  
23 it seems to me like if -- we're going to decide on a  
24 marketing company to market us as a county, correct?

25 MR. MEADS: Correct.

1           MR. BELL: It's either going to be the group we  
2 have been working with or somebody else.

3           MR. MEADS: Yes.

4           MR. BELL: Shouldn't they buy into this? I mean,  
5 since it's going to be on everything, and the whole campaign  
6 is built on this, shouldn't they be the one that steers  
7 this? Should we select a logo and hire a marketing company  
8 and say, "This is the logo"? I mean, I'm just asking the  
9 question.

10          MR. MEADS: That's what I would prefer. I mean,  
11 we've bought into it. We like it.

12          MR. BELL: I think we have decided on Play On.  
13 It's just a question of should whoever ultimately will do  
14 the marketing for us, right, and build the campaign around  
15 this, should they have input in which one we select?

16          MR. MEADS: That's up to the board to discuss.

17          MR. BELL: And how far away are we from that  
18 decision?

19          MR. MEADS: My guess is that we're probably six  
20 weeks, unfortunately.

21          MR. BELL: Oh, really. What are we down to? Are  
22 we down to two or three or something?

23          MR. MEADS: Well, there was the guy that you met  
24 from the Brandon agency. He was up here --

25          MR. BELL: (Inaudible).



1           MR. MEADS: -- bumped into me. I didn't know he  
2 was coming, that kind of thing. He was scouting on his own.

3           And Kimberly, I don't know where Debby is with the  
4 other companies.

5           MR. BELL: So this is probably something we need to  
6 make a decision on.

7           MR. MEADS: I think we need to have something hit  
8 the streets so we can save our brand.

9           MR. BELL: So do we have access to any and all of  
10 these since they came from BCF and they're hired by us?

11          MR. MEADS: What do you mean, "access"?

12          MR. PETERKIN: I think we can use any one of these.

13          MR. MEADS: Oh, yeah.

14          MR. BELL: We can use any one of them, but my  
15 question is: Can we use more than one? If you wanted one  
16 to be the main focus -- some of them lend themselves, I  
17 think, better for like a bumper sticker or a card. Some,  
18 obviously, are round for a patch, if you wanted to sell  
19 patches. I'm just questioning if you had the one main one  
20 that you did and then you could utilize some that work  
21 better for different --

22          MR. MEADS: I agree.

23          MR. BELL: -- applications that we could kind of  
24 make those decisions.

25          MR. MEADS: Right. It will have a different look

1 from time to time.

2 MR. DEWS: Okay. So what's our goal here?

3 MR. PATEL: We can change the logo, then we have  
4 one. We can still adopt other logos because they're Play  
5 On.

6 MR. MEADS: I think so.

7 MR. DEWS: Does that become an identity kind of  
8 thing?

9 MR. JUMPER: I would suggest that you not do  
10 multiple versions of your logo. This logo -- you probably  
11 won't -- my opinion is you probably won't see it by itself  
12 very much.

13 MR. BELL: Right.

14 MR. JUMPER: You'll use it as an entity piece. But  
15 the message, especially since there's been some discussion  
16 about Cashiers versus other parts of Jackson, you're  
17 probably going to see it on different advertising, but you  
18 want your identity to stay.

19 MR. DEWS: That's what the logo is for.

20 MR. JUMPER: Yeah. So I wouldn't think you would  
21 want to go there, "I'm going to put this one on that ad and  
22 this one on that ad." All I'm saying is you probably want  
23 to say this is the identity and then start your creative  
24 around it.

25 MR. FERNANDEZ: I think if Art were here, he would

1 probably back you up on that.

2 MR. DEWS: Any marketing person would.

3 MR. JUMPER: And that's kind of why -- I mean, I  
4 came in on the tail end of discussions about the logo. But  
5 it was really curious to me that once you got your first  
6 set, that the recommendations from the people who had done  
7 the research, you went back and said more. So --

8 MR. DEWS: So we're trying to find one of these.

9 Can we do the process of elimination? Is there  
10 just any of them that anybody --

11 MR. MEADS: That's the easiest way to do it.

12 MR. DEWS: Any that says no? Like I, personally,  
13 this one doesn't do anything for me, so --

14 MR. MEADS: Yeah. That one is out.

15 MR. DEWS: So that's one down. We don't have to  
16 look at that anymore.

17 Is there any design that anybody, you know, whether  
18 it's circular or rectangular in nature? I mean, does  
19 anybody have any thought about that? Just thinking, a  
20 circle any better than a rectangle? I agree, I think, Alex,  
21 you were saying, you know, a circle stands out, even if it's  
22 a bumper sticker, versus a regular rectangle bumper sticker.  
23 Does that catch -- is it more eye appealing? Does that  
24 catch you from afar? You know, something like this where  
25 there's no border or anything around it?

1           But then I say, Oh, are we going to have difficulty  
2 if we want to make a shape like that and somebody having to  
3 die cut those mountains? I don't know. I'm just thinking  
4 things down the road.

5           MR. MEADS: Well, my feeling on that very one that  
6 you're talking about, Bob, is that our mountains don't look  
7 like that.

8           MR. FERNANDEZ: That's what I thought.

9           MR. DEWS: See, that's Colorado.

10          MR. MEADS: Yeah. See, and this looks to me --  
11 just throwing it out there -- these look to me a little bit  
12 Western.

13          MS. LANNING: That looks like Jackson Hole to me,  
14 not Jackson County.

15          MR. DEWS: Would everybody kind of concur on that?  
16 Any others? Let's ditch those.

17                Are these Smoky Mountains, too, versus Appalachian  
18 Mountains? I mean, does anybody else feel differently?

19          MS. LANNING: It's too pointy.

20          MR. DEWS: They are. I mean, they're peaked.  
21 Okay. So here we are.

22          MR. PATEL: Are you on page seven of these?

23          MR. DEWS: I'm sorry. I didn't see that page.

24          MR. PATEL: Sort of pick two. So whichever one we  
25 go with.

1 MR. DEWS: I don't have that. Where's the page?

2 MS. LANNING: Which page?

3 MR. PATEL: Seven.

4 MR. DEWS: This one doesn't have a circle around  
5 it.

6 MR. PATEL: It was a backup one.

7 MR. DEWS: Well, I mean, is the circle the  
8 determining factor there, or is it back to the mountains?

9 MR. PATEL: Well, my first choice was this, the  
10 sixth page, the fourth one on the bottom said mountains on  
11 the sides, middle, and then just said "Play On" with  
12 "Jackson County" and all that.

13 MR. DEWS: Like that versus the -- because it has  
14 the mountains -- the ones on top have mountains, but they're  
15 stacked. And it makes it hard to read "Jackson County."

16 MR. PATEL: Exactly.

17 MR. DEWS: But I like the mountains there, too. I  
18 think that's a good look.

19 MS. LANNING: I'd rather have this circle as  
20 opposed to that circle, in my opinion, just because this  
21 stands out better.

22 MR. DEWS: Yeah. Well, I think the mountains,  
23 they're more gentle mountains, and that's kind of who we are  
24 through here. I certainly see that, too.

25 Any thought on the rectangular shape? Other than

1     whatever?

2             MR. BELL: I don't think it really does --

3             MR. DEWS: So here we are. That was our original  
4     compared to all this. So, you know -- yeah. We have this  
5     one as well. That kind of narrows it down.

6             I mean, are we -- any other comments? I,  
7     personally, I kind of like this one, too. It's very  
8     representative. I think it's subtle. You can play it in  
9     any kind of -- you know, we've talked about the playfulness  
10    of this, and I agree. If you want it to have a very -- I  
11    don't know, Southern Living ad, that right there, that logo  
12    says professionalism, it says quality, it says, you know,  
13    all those kind of things.

14            I'm just thinking out loud.

15            MR. MEADS: You're talking about the bottom  
16    right-hand one on six?

17            MR. DEWS: Yeah, bottom right. On page six. Yours  
18    has a circle around it, though, right?

19            MR. PATEL: Yeah. That's the one I picked. Sorry,  
20    I picked -- I just picked two. Whichever we go for. If I  
21    had two choices. Cliff let us pick two.

22            MR. BELL: I like that one myself because I think  
23    it's a little bit more professional.

24            MR. DEWS: I think it's very classy. Very, you  
25    know, representative of the mountains.

1           MR. PATEL: The reason I picked the one on the  
2 bottom, it just has an open feeling on top of the "Play On."  
3 The other one right above it, they're all enclosed, you  
4 know. Because our mountains, wherever you see, it's a  
5 mountain. It's never ending.

6           MR. JUMPER: Just keep in mind, though, as you make  
7 that decision, that you're talking about your client, not  
8 you.

9           MR. DEWS: Right.

10          MR. JUMPER: If it's appealing to you, that's just  
11 dandy, but your client is who's going to be the target. And  
12 does that circle with Jackson County mountains, does it  
13 appeal to your client? Are they looking for, "Boy, that  
14 sure looks professional; I think I'll go to Jackson," or,  
15 "Am I going to have a good time there?"

16          MR. BELL: Well, I agree with you, and that's why I  
17 made the comment in the beginning, should we get somebody  
18 who really does this. Because, obviously, Art was -- that's  
19 why he came up and said, "Look, you're not the one who's  
20 buying here." He's right. But there's something about -- I  
21 mean, I like and I understand -- if we go with this, I'm  
22 fine with it. But there's something about this that almost  
23 looks sort of amateur-ey that I don't know if our customers  
24 might be a teeny bit more sophisticated. I don't know if I  
25 said that right.

1           MR. DEWS: That's a valid point. Is it too  
2 playful.

3           MR. BELL: Is it too amateur-ey.

4           MR. DEWS: I almost associate this more with maybe  
5 a Pigeon Forge, a Gatlin -- not even a Gatlinburg, but maybe  
6 more of a Pigeon Forge just because they're Dollywood and go  
7 carts and outlet mall. They have a lot of this stuff, and I  
8 can see this -- you're talking about the customer, and  
9 that's their customer kind of thing, you know.

10           So I don't know.

11           MS. GREENE: That looks like an advertisement for a  
12 kids summer camp to me.

13           MR. BELL: Yeah, like a 4-H or just something  
14 that's -- I don't know. That's why I, initially, it scared  
15 me away from it. But, I mean, I'm not -- believe me, I know  
16 I'm not the target customer.

17           MR. DEWS: Any comments as far as --

18           MR. MEADS: We're also looking at it about ten  
19 times the size it would be. Smaller down here, it may not  
20 come off --

21           MR. JUMPER: We've got a couple of, you know,  
22 contrary comments to this. Any difference, like  
23 affirmative, that we should --

24           MR. BELL: Well, I think you liked this, didn't  
25 you?



1           MR. JUMPER: As the first initial -- I looked at  
2 the initial and talked to some of my marketing folks in  
3 Cherokee about it, and I gave them all of them. And I  
4 didn't say which ones came first, and I didn't say who  
5 recommended what. The batch of people that I talked to were  
6 30s, 40s, you know, 50, \$60,000 income range. And  
7 immediately they started going through these and saying they  
8 look too stiff, they look too -- you know, too much for  
9 older people.

10           That came up over and over again. This is for an  
11 older age group. I want to have fun, and those first four  
12 came out every time among those people that were in  
13 marketing saying, This is the kind of stuff that would  
14 appeal to my audience. So that was feedback I got.

15           And as far as being too playful, there is lots of  
16 examples of outdoor companies who use very similar playful  
17 material that play to a wide demographic of hikers and  
18 bikers and just the kind of people that are coming to this  
19 area, fishermen, that kind of thing.

20           So, Alex, you're in the fishing business.

21           MR. BELL: I am. There's not a fly rod anywhere on  
22 there or a trout.

23           MR. MEADS: There is a stream.

24           MR. DEWS: Can you refresh us on what you said.  
25 You said four came up every single time?

1 MS. LANNING: The first four versions of this?

2 MR. JUMPER: Yeah, the initial versions.

3 MR. BELL: There's certainly no reason you couldn't  
4 have a fish in there somewhere because you have a golf hole.

5 MR. DEWS: Maybe replacing those little mountains  
6 because they really don't look like mountains at all.

7 MR. JUMPER: I kind of agree. You know, we can  
8 kick it around some more, but I kind of agree with Bob and  
9 (inaudible).

10 Maybe you ought to take a tally, I don't know.

11 MR. BELL: Well, maybe -- you know, are we missing  
12 a fair amount of people today or not? How many we missing  
13 today?

14 MR. MEADS: Debby Hattler's mother is ill. Mickey  
15 is at a funeral. Jim is with the chancellor.

16 MR. DEWS: Cherie Bowers.

17 MR. BELL: Seems like it's a pretty important deal.  
18 I don't know if we should wait for a whole other meeting,  
19 but if we could maybe -- sounds like we're down to two,  
20 right?

21 MR. DEWS: I'd say -- anything on this because this  
22 is kind of the only one left. Any positive feedback?

23 Then I'd say we're down to two logos.

24 MR. BELL: So what if we put it out to -- you know,  
25 let everybody sleep on it, and put it out to a vote to the

1 whole board. Say we're down to these two, make your vote,  
2 and see where we end up. Give everybody just another --

3 MR. DEWS: No write-ins. It's either A or B.

4 MR. BELL: No write-ins. Maybe throw a fish in.  
5 It's down to two.

6 Don't you think it's important that everybody needs  
7 to be here?

8 MR. MEADS: Yeah. I don't have a problem with  
9 that.

10 MR. DEWS: I think that's a good idea. Then  
11 everybody, you know, maybe if it's more of a private vote,  
12 you don't have to worry about any kind of peer pressure or  
13 anything else, but these are the two. And let's tally it  
14 and that's what we do.

15 MR. MEADS: Works for me.

16 MR. BELL: Why don't you just go ahead and put a  
17 deadline on it.

18 MR. DEWS: Send it out this afternoon.

19 MR. BELL: Send it out, require it back after a  
20 couple days, and anything beyond that doesn't count.

21 MR. PETERKIN: I think people like Julie and  
22 Stephanie should vote in on this, too. I mean, I don't  
23 think this is like some big -- I think --

24 MR. MEADS: No. No, I agree.

25 Are you in favor of this one?

1 MS. SPIRO: Of the two, I am. And I'm basing that  
2 off of not only what Art told us about who our customer is  
3 that's coming here and how we need to try to appeal to that  
4 customer, but I like this. I can certainly understand why  
5 this is appealing to us. Some visitors in our visitor's  
6 center, when we laid this out and just did a little informal  
7 thing, thought this was something that would go on a bottle  
8 of beer, that it looked a little bit like a beer logo.

9 MS. GREENE: Is that bad?

10 MS. SPIRO: That may not be a bad thing, but, "It  
11 looks like a label," is what they said. "This is a label to  
12 me." This looks like something you would stick on something  
13 and it's a peel-and-stick label. So, as Mr. Meads said,  
14 we're seeing it very large. And this would not be the ad  
15 itself. This would be incorporated across the bottom with a  
16 nice ad of someone playing golf or croquet or music or  
17 rafting. So this is very --

18 MR. BELL: She left out fishing.

19 MS. SPIRO: -- large. But of the two, I prefer  
20 this one just because I think, based on the new audience  
21 that we're trying to attract to Jackson County, that this is  
22 what's appealing to that group from Art's information that  
23 he supplied.

24 MR. FERNANDEZ: I was going to clarify. Are we  
25 married to the colors on this logo?

1           MR. BELL: I think you can go with whatever colors  
2 you want.

3           MR. MEADS: Yeah. I don't think we are. I mean,  
4 just as a quick answer, I think we're getting close. We'll  
5 send out both of them.

6           MR. DEWS: It would be nice to have -- I mean,  
7 because your comments are very valid. But then your  
8 comments are very valid. So you go, "Okay. I like this one  
9 better. Oh, I like that one better." But, you know, how  
10 can we put out -- you can't really put out anything that's  
11 unbiased because you're pitching one thing or the other.  
12 Because your comments are very valid. Not only are your  
13 comments very valid, but Robert's point, you were asking the  
14 people that were walking in your door, and they don't walk  
15 into your door unless they want to be associated with some  
16 tourist information. This is a target audience you can't  
17 ignore.

18           MR. BELL: It would be interesting. If you could  
19 get them into the same black and white or the same size, you  
20 know, so that you're really comparing apples to apples.  
21 Even at High Hampton over the next couple of days, if you  
22 showed it to people, it would be interesting to get the  
23 feedback because we have been here. We're not --

24           MR. MEADS: I showed it to a guest the other day,  
25 and he is a professor at Penn State, I think, in

1     hospitality. He thought this was killer.

2             MR. BELL: Really.

3             MR. DEWS: Well, Art thinks it's killer. That's  
4 why Art brought it to us in the first place.

5             MR. FERNANDEZ: That's why we hired Art.

6             MR. DEWS: That's his job.

7             MR. MEADS: That's why that would be my pick  
8 because this is what they do nationally.

9             MR. DEWS: If he had thought the market would  
10 respond to this -- not to say that they don't because I like  
11 it because it's clean, and I'm kind of a geometric kind of  
12 guy, and you have to get off of that, you know -- but he  
13 brought us this one. If this was his first pick, and he  
14 didn't, you know. They had to --

15             MR. MEADS: I'll ask Art to make this into a logo  
16 size and do this in a logo size, and then we'll go from  
17 there.

18             MR. DEWS: Of equal size and put them together or  
19 side by side to compare.

20             MR. MEADS: Yeah.

21             MR. DEWS: You know. Equal proportions.

22             MR. JUMPER: If it would be possible for him to --  
23 because one is colorized and the other one is not, if he  
24 could -- he did it on kind of on this one page. If he could  
25 colorize this -- this seal-looking Play On and then give us

1 a black-and-white Play On on the more playful one so that  
2 you have those four looks -- those two looks, four different  
3 looks, colorized, not color. Because I think that's also a  
4 little bit of --

5 MR. BELL: Same size, too. Then I think you could  
6 really get a good, accurate --

7 MR. DEWS: I say we narrow it down to these two.

8 MR. BELL: Yeah. I think we're there. And let's  
9 move on. I like your idea of giving a deadline and moving  
10 on. Who would have thought a checkmark for Nike? That's  
11 why this is all --

12 MR. PATEL: It's a swoosh.

13 MR. BELL: You know, you just don't know.

14 MR. DEWS: Again, that's why we paid Art.

15 MR. BELL: That's true.

16 MR. MEADS: That's exactly right.

17 MR. BELL: I think this is a worthwhile exercise.  
18 I think that has been a good exercise to go through. If we  
19 get back to this and we did all that work, it's probably  
20 still good.

21 MR. DEWS: Right.

22 MR. MEADS: All right. I'll do it.

23 All right. That was helpful.

24 MR. BELL: How about just as far as the words "Play  
25 On," can't we just start putting those at the end of our tag

1 lines --

2 MR. MEADS: We need to do everything we can to  
3 begin to incorporate that. I know that I've got a Play On  
4 hospitality package for High Hampton. It's up and going,  
5 and it's actually doing really well. It's half price on  
6 golf, tennis, all that kind of stuff midweek through the  
7 fall. I think that we should, wherever appropriate, use it  
8 in our salutations. I would encourage anybody that has a  
9 hotel or something like that to think about a Play On  
10 package of some sort. But I think we need to begin to start  
11 rolling this out, although it's easier and more efficient to  
12 do it through media ads. I mean, you can't do that until we  
13 get through this process, but I think we have got to start  
14 rolling on it.

15 MR. PATEL: Once we pick the logo, can we have the  
16 rights -- not rights, but can we use it at our hotels for  
17 (inaudible) time?

18 MR. MEADS: I would like to think yes. There's  
19 probably going to be some restrictions so people don't twist  
20 it and move it and do something.

21 MR. PATEL: No. It would be like the Caremark.  
22 Same thing. You can't do nothing about it.

23 MR. MEADS: I think the more the better, I really  
24 do.

25 MR. BELL: So you would want all businesses,



1 florists, restaurants, everything, if they were doing an ad,  
2 even the words "Play On," is that something we would see as  
3 a positive at the end of an ad or something like that?

4 MR. MEADS: Uh-huh. That's what branding is all  
5 about.

6 MR. BELL: So that would be something within the  
7 county that we would encourage?

8 MR. MEADS: Absolutely. That's what Virginia does  
9 with her "Virginia Is For Lovers." That's what Texas does.  
10 That's what Vegas does. I mean, if you're going to have a  
11 brand that becomes your identity, you will encourage anybody  
12 and everybody to use it when they're referring to this area.

13 MR. BELL: So I guess we're going to do Play On  
14 fish on.

15 MR. DEWS: Fish on.

16 MR. BELL: Fish on.

17 MR. MEADS: Okay.

18 Mr. Bell, do you have a governance report?

19 MR. BELL: No. We're going to try to get together  
20 before the next meeting and look at some attendance policy  
21 issues to make sure that's -- but we have not met on that.

22 MS. GREENE: I think that would be of interest to  
23 the commissioners in reappointment -- of interest to the  
24 commissioners, George, just what the attendance rate has  
25 been for some folks. I know it's of interest to me.

1 MR. MEADS: Okay.

2 Robert, have you had a finance meeting or --

3 MR. JUMPER: Haven't had a finance meeting. I have  
4 been going through your financial documents and trying to  
5 introduce myself to the members of the committee. This is  
6 my first round.

7 MR. MEADS: Let us know.

8 MR. JUMPER: We'll find some neat stuff to do with  
9 finance after this last thing that I watched, so.

10 MR. MEADS: Unfortunately Debby is not here for a  
11 marketing report. She did send out what looks to be a media  
12 schedule for the next six months.

13 MR. SPIRO: I believe that's it.

14 MR. MEADS: Something like that. And it's -- I  
15 know the marketing committee has met a couple of times and  
16 we have kind of digested through it, and it's pretty much  
17 the must-do ads, the ones that have worked in the past so we  
18 don't miss any holes.

19 I also know that there's some co-op information  
20 that had been sent out to the board members, and I don't  
21 remember who else. Gosh. They sent it out to all of the  
22 lodging properties.

23 MR. PATEL: Yes.

24 MR. MEADS: And the emphasis on this is trying to  
25 get more cooperative opportunities than we've ever had

1 before so that the lodging members or even retail members  
2 can take advantage of discounting pricing so that we can buy  
3 positions in magazines.

4 In other words, we haven't done anything with Trip  
5 Info, but there's no reason in the world why we wouldn't  
6 place the -- purchase the ad and then have everybody either  
7 have hot links or banners or whatever they may be able to  
8 negotiate at a much lower price than they would be able to  
9 do it on their own.

10 The Garden & Gun thing is a good example. The  
11 Triple A thing is something that we've done for years and  
12 years, but now other folks have the opportunity to do it if  
13 we can get more on board. So we're kind of chipping away at  
14 cooperative opportunities for folks.

15 MR. PATEL: Debby is the main person to contact on  
16 co-ops or is there anybody else?

17 MR. MEADS: Right now she's only got like four that  
18 we have established that we're going to do, co-ops.  
19 Allegiant Airlines, Triple A.

20 MR. PATEL: Stay & Play.

21 MR. MEADS: Stay & Play, Garden & Gun and maybe one  
22 other one.

23 MR. JUMPER: I'm just a little bit confused on  
24 what Lavidge -- did they make the media plan?

25 MR. MEADS: Lavidge & Associates has been doing the

1 media plan for 15 years here, 20 years.

2 MR. JUMPER: So are we bringing that in-house  
3 because I just heard that we're -- that Debby and the  
4 marketing group are --

5 MR. PATEL: Searching.

6 MR. JUMPER: -- searching for media buy  
7 opportunities.

8 MR. PATEL: Another agency.

9 MR. MEADS: We have been searching for an agency  
10 that will help guide us so that -- these are my words,  
11 nobody else's -- so that the marketing committee doesn't get  
12 off track. You can become immersed in all of these  
13 opportunities that people throw at you and you say, "Oh,  
14 that sounds good." But it's the old thing: You have to  
15 plan your work and then you work your plan. Well, we're in  
16 the planning part right now. And some of us think that we  
17 need some professional guidance to make sure that we aren't  
18 missing something.

19 MR. JUMPER: Absolutely.

20 MR. MEADS: So that's the purpose of talking to  
21 some of these agencies.

22 MR. JUMPER: Uh-huh. I was just a little confused  
23 when I heard that the marketing committee is making plans  
24 for group ads and things like that because that is -- that  
25 is part of that process is identifying marketing,

1 professional identity, those opportunities. And you can't  
2 leverage very well if you're doing it internally.

3 MR. MEADS: That's correct. But these particular  
4 opportunities that we're talking about are co-ops that we've  
5 been doing a long time and we know works. It's not anything  
6 terribly --

7 MR. DEWS: So the ad firm is guiding that?

8 MR. MEADS: Correct.

9 MR. BELL: So I'm confused, just to follow up on  
10 this whole advertising thing. Because I don't know how much  
11 they're going to do or not do or how much they're really  
12 going to lead the march here. So we're out there  
13 interviewing advertising agencies, correct? I'm just asking  
14 the question.

15 MR. MEADS: She's asked for requests for proposals.  
16 I don't know if we have interviewed anybody yet.

17 MR. BELL: I think she said there was going to be  
18 six or so and she was going to whittle it down to two.

19 MR. MEADS: Yeah, that was in the minutes. Because  
20 when I read it, I thought, well, jeez. I haven't heard  
21 conversation of five companies. I've only heard really  
22 two -- well, three counting Lavidge & Associates because one  
23 of them can't do it because they worked for the State.

24 MR. BELL: So there's Lavidge and then there's Art.

25 MR. MEADS: Right.

1           MR. BELL: And then this other -- there potentially  
2 will be another person.

3           MR. MEADS: This one other company to guide us.

4           MR. BELL: You may keep your eye out because this  
5 guy came and searched me out, Barry. He was very nice and  
6 everything, but it caught me slightly off guard.

7           MR. MEADS: Me, too.

8           MR. BELL: And I didn't know what -- you know, I  
9 mean, I had to switch gears and figure out what the heck was  
10 going on. But I think it's good that we all know that so if  
11 somebody comes in and says he's doing this, you can at least  
12 know what they were doing. I mean, he was just trying to be  
13 nice and meet me. And, obviously, he wants to be on the --

14          MR. MEADS: Short list.

15          MR. BELL: Short list, yeah. So then we have  
16 three. And then as a group, as a board, we will select one.

17          MR. MEADS: Correct.

18          MR. BELL: And that agency, then, will work with  
19 Debby, I guess, and our marketing group?

20          MR. MEADS: I think initially, yeah. But then it  
21 comes to the board for discussion and a vote.

22          MR. BELL: And they will do all the creative and  
23 the ads and use the Play On and all the magazine ads and  
24 whenever else?

25          MR. MEADS: That's correct.

1 MR. DEWS: Placement.

2 MR. BELL: Placement. And Art's been doing that.

3 MR. MEADS: Yes.

4 MS. SPIRO: No. No.

5 MR. DEWS: No.

6 MR. BELL: Who's been doing that?

7 MS. SPIRO: BCF has not been placing any ads for us  
8 until --

9 MR. MEADS: Oh, no, no, no.

10 MR. BELL: No, not Art. I mean Art Lavidge.

11 MR. DEWS: Art Lavidge.

12 MR. BELL: I thinking of Lavidge.

13 MR. DEWS: That's the other Art.

14 MR. MEADS: Town's just been placing some ads, yes.

15 MR. BELL: So we'd be replacing the ad firm we have  
16 with a new one if we don't select Lavidge?

17 MR. MEADS: Correct.

18 MR. JUMPER: I'm sorry. You help me with my  
19 newness here.

20 MR. BELL: No, I think it's good that we all get up  
21 to speed.

22 MR. MEADS: We're all just shifting gears, so it's  
23 fine.

24 MR. JUMPER: My next question to that would be -- I  
25 don't know if this is governance or what -- but there should

1 be, for these subcommittees, some -- I should be able to  
2 look at a piece of paper and say the finance committee is  
3 responsible for this, this, this and this. And the  
4 marketing committee is responsible for this, this, this, and  
5 this. You see what I'm saying? Because I'm asking these  
6 questions --

7 MR. BELL: Like a job description.

8 MR. JUMPER: That's not laid out.

9 MR. PETERKIN: Does the TDA we're formed under, do  
10 they have any subcommittee type of guidelines?

11 MR. FERNANDEZ: No.

12 MR. BELL: No.

13 MR. JUMPER: I think that's up to us to determine  
14 as to how to handle our structure. And I think that's  
15 probably why we're struggling with a lot of the -- you know,  
16 logo and everything else -- issues is getting a structure so  
17 that we know who has to do what with the materials that  
18 we're provided here.

19 MR. BELL: Right. And I'm not sure it's a hundred  
20 percent fair to say to somebody like Debby, "Hey, you handle  
21 all the marketing through the TDA," when, you know, it is a  
22 professional job. This is what people do for a living.

23 MR. MEADS: That's why I want to get somebody on  
24 board.

25 MR. BELL: You need to get somebody on board.



1           MR. MEADS: I want them to take the stack of stuff  
2 that Debby has and have her give it to them, they prioritize  
3 it, they say, "Oh, listen, if you want to update your  
4 website to mirror your brand, you need to start that in  
5 September and don't expect to have it ready until  
6 January 1st." I mean, somebody has got to help us go along  
7 these lines because --

8           MR. BELL: I agree.

9           MR. MEADS: -- we'll get things out of order.

10          MR. BELL: Yeah. Plus, you know, people hear you  
11 have money. They will be on the phone to her, you know,  
12 like white on rice. And it's not fair to her either.

13          MR. MEADS: No, it's not.

14          MR. BELL: Why don't we just -- why wouldn't we  
15 just stick with Lavidge for another year or something? Is  
16 there some compelling reason to --

17          MR. MEADS: She's placing the ads.

18          MR. BELL: So she just thinks this is a good time  
19 to look for a new firm, since we're just starting a new TDA?

20          MR. MEADS: I think we have encouraged her to say  
21 that we need some professional help. Lavidge can be  
22 considered and BCF can be considered, but we ought to look  
23 around a little bit more.

24          MR. BELL: Okay.

25          MR. MEADS: My personal goal is to stick with BCF.

1 They birthed this thing. They have got an investment in it  
2 and credibility and that kind of stuff, and they want to do  
3 it. And they have already given us kind of an outline of  
4 the stuff we need to think about. And I think it's cleaner  
5 and quicker and the right thing to do, but I also didn't  
6 want to appear that we're in bed with them right away. We  
7 needed to entertain some other proposals.

8 MR. BELL: So can we have that for the next  
9 meeting? Is that possible, do you think, that they can get  
10 that to us, that we can make this decision or not?

11 MR. PATEL: I was hoping we would have made a  
12 decision today. Apparently that's not happening because  
13 last time you weren't here, and marketing, we were talking  
14 about getting Brandon's done, but they haven't -- I didn't  
15 see anything from Debby. I'm sure that she's busy with  
16 other stuff, but that's been, what, a few weeks now.

17 MR. MEADS: Yeah.

18 MR. PATEL: They promised two days they would be  
19 back with us.

20 MR. MEADS: BCF is in --

21 MR. PATEL: Everybody except Brandon Company.

22 MR. MEADS: What Brandon sent was your normal  
23 agency packet, we do soup to nuts.

24 MR. PATEL: It was expensive.

25 MR. MEADS: And what I asked BCF to do was to give

1 us a quote and a scope of services to help us write a  
2 marketing plan and begin the process of shifting our brand  
3 over. I was very specific about what I was asking.

4 Brandon gave us stuff that, you know, went to the  
5 moon prices and that kind of thing. And we asked them to  
6 come back with something similar to what BCF had so we can  
7 compare apples to apples, and we haven't seen anything yet.

8 MR. BELL: Well, let's tell Debby to do it by the  
9 next meeting.

10 MR. MEADS: I would like to have it before then.

11 MR. DEWS: Treading water here.

12 MR. BELL: Or before, yeah. You know, we sat here  
13 months ago --

14 MR. PATEL: It's 2014 we're talking about. That's  
15 where you have got to start planning on now.

16 MR. DEWS: If you give somebody the nod now, it  
17 would be the first of the year before it launches out.

18 MR. BELL: It's gone. We can't do anything for  
19 this winter. We don't want to be in that boat for next  
20 year, next spring.

21 MR. JUMPER: See, that's -- that's why -- we are  
22 end of season. And it's going to be a process developing --  
23 I don't -- I'm not seeing the urgency to rush into an agency  
24 decision that's very important. And I can't speak to what's  
25 been done on the marketing committee. All I can say is what

1 I'm seeing is we don't have a lot of candidates, and there  
2 are a lot of good, qualified agencies out there. And I  
3 heard a comment about asking them for proposals. We should  
4 outline what we want like we did, send that out as a request  
5 for proposal, and get those proposals back. Not have people  
6 coming up on the street and saying, "Here is my card."  
7 Because, really --

8 MR. MEADS: I think she did do that. I know she  
9 did.

10 MR. JUMPER: This is a way too important decision,  
11 especially at this point. I mean, if we were saying we had  
12 season right upon us and we needed a plan, we were going to  
13 be going forward with that plan in a hurry, yeah. But we're  
14 at the end of season, and we have got some time to plan. We  
15 should also take the time to get a good firm in place.

16 MR. BELL: Well, Vick, you're on that committee,  
17 right? Is there anybody else in here that's on that?

18 MS. LANNING: I am.

19 MR. BELL: Where is the process? Have those kind  
20 of requests for proposals gone out to those other companies  
21 that are more specific?

22 MR. PATEL: Lavidge had a proposal. Art, which is  
23 BCF, had a proposal. The Brandon agency had it, but as you  
24 mentioned, there was just a whole lot of writing.

25 MR. BELL: Which was not specific.

1           MR. PATEL: It was going off-the-roof dollars, so  
2 we decided, okay, get us this much. And Debby was supposed  
3 to contact that fellow and get that information to us.  
4 That's how you got to know him, because that's when Julie  
5 headed right after two or three days later, he came down.  
6 And then talked.

7           MR. BELL: He just started going around from place  
8 to place.

9           MR. PATEL: Yeah. So he saw the interest, you  
10 know, so he probably came down and delivered whatever the  
11 number was, and I haven't seen that number, whatever number  
12 it is.

13          MR. BELL: So we have got three. I guess my  
14 question was: Do you know how many were sent out that  
15 people for one reason or another chose not to --

16          MS. LANNING: I don't know the exact number, but I  
17 believe she contacted more for a request for proposal.

18          MR. PATEL: One of the -- LGA, which is, they're  
19 tied in with the residency, and they can't do what stuff we  
20 want to get done, they can't represent us because they  
21 represent North Carolina.

22          MR. BELL: Because they're a State firm.

23          MR. PATEL: Yes.

24          MR. DEWS: Did you find Lavidge and BCF fairly  
25 comparable when you looked at those?

1 MR. PATEL: I have --

2 MS. LANNING: Not really. I think Lavidge doesn't  
3 want to do all that we want -- that we need to be done.

4 MR. PATEL: Yeah. There were just placement.

5 MS. LANNING: She's willing to carry us through, so  
6 if we want to continue with what she's doing, that's fine,  
7 she'll do that. But I think from what I understand, we want  
8 someone to take the reigns and do more.

9 MR. DEWS: I guess my question is: That logo there  
10 is brand, brand, brand new. We have had Lavidge in Jackson  
11 County, Cashiers TTA for 15 years.

12 MR. MEADS: Probably more.

13 MR. DEWS: Yeah, probably more. I know Art Senior,  
14 you know, he was involved in all that. And, golly, I'm  
15 thinking --

16 MR. BELL: 30 years, 40 years. He's been in  
17 Hampton and High Hampton forever.

18 MR. MEADS: 55 years.

19 MR. DEWS: Yeah. The fresh look of what's going on  
20 and new ideas and things that you were talking about, you  
21 know, maybe it's not the ad in Southern Living magazine  
22 anymore every month that's bringing people up here. You  
23 know, Art has put a tremendous -- he's already been knocking  
24 on the doors, and he's already sat here for other reasons  
25 versus trying to promote his business.

1           And I guess that's why I'm saying, man, if it's --  
2 I don't know really how you compare apples to apples unless  
3 somebody is saying, "We think this is the plan you should  
4 advertise under," and somebody else is saying, "This is the  
5 plan you should advertise under," and we can say, "Well,  
6 yeah, we want to be in this. You know, we don't want to be  
7 in all these types of magazines," and things like that.

8           Is that what we're going to try to do as a board is  
9 to --

10          MR. BELL: No, I don't think so. I think we hire a  
11 good marketing firm, they should do it.

12          MS. LANNING: They should be able to do it.

13          MR. DEWS: I would be all, you know -- unless  
14 they're just -- BCF is just totally out there, which I can't  
15 imagine. You know, he's got every market need. He's been  
16 to the north and south of the county, and I can't imagine  
17 somebody coming in cold that we sent a letter out to that  
18 says, "Hey, we want you to bid on our marketing," that they  
19 could even think about becoming as familiar with Jackson  
20 County as what BCF has already become very familiar with  
21 Jackson County. They've got the fresh ideas. They've got  
22 the fresh logo. They obviously came up with that. I'm  
23 just --

24          MR. MEADS: Well, the beauty of that is they're  
25 working in different markets as well. So they're running

1 into people that are doing initiatives and stuff that we  
2 wouldn't even have a clue was going on. They do all the  
3 marketing for State of Virginia. I mean --

4 MR. DEWS: The same type of things that were  
5 successful there with that branding and what have you. I  
6 guess I'm kind of confused. It seems very stalemate. Here  
7 we are sitting, here with Lavidge, and we keep paying them  
8 and paying them to do --

9 MR. MEADS: No, no. You have to understand,  
10 Lavidge is not an agency as an agency. They are merely ad  
11 placement folks.

12 MR. DEWS: People.

13 MR. MEADS: They negotiated contracts with Southern  
14 Living for years.

15 MR DEWS: Do we have a contract with them, Lavidge,  
16 that we work through?

17 MR. MEADS: It's on a placement basis.

18 MR. DEWS: Okay.

19 MR. BELL: If that's not part of the group, then  
20 the numbers just dwindle down if they're not even really in  
21 the ballpark. So who are we trying to pick between? Is  
22 there anybody besides BCF?

23 MR. PATEL: Only people I can think of was just BCF  
24 because I haven't seen Brandon. And Brandon, they're out of  
25 the Western part -- they're on the ocean side.



1           MR. DEWS: I guess -- what's holding us back right  
2 now from saying, "Art, man, you have really done a great  
3 job" --

4           MR. PATEL: Well, that's the only thing holding --

5           MR. BELL: I think we're trying to get through all  
6 this mud we finally got through.

7           MR. DEWS: -- "Will you do this? Will you handle  
8 it for us? Will you get us out going?"

9           MR. PATEL: It's not like we have to stick with  
10 that guy forever and ever. If we don't like him, replace  
11 him next year --

12          MR. BELL: I agree.

13          MR. PATEL: -- if we don't see the quality or the  
14 work that we want.

15          MR. BELL: If we're all talking out of the same  
16 thing, I'll make a motion that we go with BCF to do our  
17 marketing for this remainder, and then we will just move  
18 forward and evaluate and get a plan in order and go.

19          MR. DEWS: Let me ask you real quick -- and I would  
20 agree with that motion. Has he -- on the -- does he say for  
21 a year, you know, here is how much --

22          MR. PATEL: I don't think so.

23          MR. MEADS: You're talking about BCF?

24          MR. DEWS: Yeah.

25          MR. MEADS: This is just --

1 MR. PATEL: Just to develop the marketing plan.

2 MR. MEADS: This is not time sensitive as far as a  
3 year or something like that. This is project sensitive.

4 MR. BELL: Developing a marketing plan.

5 MR. MEADS: We want to have a marketing plan as to  
6 where we should put our money --

7 MR. DEWS: For year 2014 or for a ten-year plan  
8 or --

9 MR. PATEL: There's not a year set. That's what  
10 I'm saying. It's just to develop that plan and then, you  
11 know, take off from there.

12 MR. BELL: I can amend my motion so that the -- we  
13 go ahead with BCF to do our marketing plan for the upcoming  
14 year.

15 The only thing, while we're in discussion mode,  
16 Debby is not here. And I think if I was head of  
17 marketing --

18 MR. FERNANDEZ: Debby needs to be here.

19 MR. BELL: -- and I heard from a meeting that we  
20 hired somebody without her, I don't think we should do that.

21 MR. DEWS: I agree.

22 MR. BELL: I just don't think we should do that. I  
23 think we need to have her involved.

24 MR. MEADS: I think what we need to do personally  
25 is for me to get on the phone and talk with Art and find out

1 when he can come back to the county and present his ideas  
2 and his thoughts for the next chapter --

3 MR. BELL: Right.

4 MR. MEADS: -- and for us to listen to him and for  
5 us to ask questions. And if it's in ten days, he's got a  
6 window, we'll call a quick meeting and we'll get people in  
7 there and we'll fast forward this process.

8 MR. DEWS: Yeah. Maybe -- maybe have him present  
9 next meeting, and, you know, we're all sitting there  
10 listening to it. Let's just shake hands at the end of that  
11 meeting, make the decision and go.

12 MR. BELL: The guy makes sense, I'm telling you.  
13 He makes sense. And to your comment about needing to rush  
14 into it, we're leaving the season, but the season is not --  
15 we've had this discussion. But the season is not our  
16 problem. The problem is the fall and the spring. That's  
17 our problem. We've already missed doing anything for this  
18 fall because, you know, we've been in all this stuff. But  
19 now, you know, if we're not prepared for the spring, you  
20 know, we're going to be at a hundred percent in the season.  
21 So we have to be in a position for next spring, I think.

22 MR. MEADS: I think the media plan allows us to do  
23 that. It's just that we're kind of behind -- we're not as  
24 far along on this as I had hoped we'd be.

25 MR. BELL: What we need to have as a TDA and

1 community and county, we need to have a plan for next  
2 spring. And for next fall. How we're going to bring  
3 visitors into this area.

4 MR. PETERKIN: But we basically back it up for  
5 another month now for the next meeting, right?

6 MR. MEADS: No. I'm going to try to get Art in  
7 here in the next two weeks.

8 MR. BELL: Why don't we schedule a meeting in two  
9 weeks.

10 MR. MEADS: Let me find out when he can come up.

11 MR. PETERKIN: Okay. Let's get through Labor Day  
12 weekend, which is a week and a half away. But then maybe we  
13 can get a lot of this stuff on the agenda.

14 MR. MEADS: He may not be the one that comes up.  
15 He may send Greg up or he may send somebody else up.

16 MR. DEWS: I'd like to know what they're thinking  
17 about doing, you know. It would be neat -- it would be  
18 great. I'm sure there's some things that I hadn't even  
19 dreamed of that he's probably got great ideas to do.

20 MR. MEADS: I can assure you.

21 All right.

22 MR. PETERKIN: So your motion is kind of on hold  
23 then, or --

24 MR. BELL: No. I'll withdraw the motion.

25 MR. JUMPER: It tied without a second.

1 MR. DEWS: I'll agree with that.

2 Next.

3 MR. MEADS: All right. Ms. Spiro.

4 MS. SPIRO: You have copies in front of you of this  
5 month's report. You will see that year 13 totals so far of  
6 information being sent to the State visitors center was  
7 33,500. Our website totals are at 250,000-plus and  
8 counting. The Jackson County Visitors Center, which is on  
9 Main Street in Downtown Sylva, to date is 8,345. Our  
10 Dillsboro count is at 3,514.

11 The second page, those are our monthly inquiries.  
12 You see July is at 1,139. Those are people that e-mailed us  
13 or called us on the phone, just to explain what that is.

14 Your Google analytics is attached for Mountain  
15 Lovers, fly fishing trail, and Mid Current, which is also  
16 fly fishing trail. I wanted to mention that we're at 2,424  
17 likes as of yesterday on our fly fishing trail Facebook  
18 page. Thank you, Mary Ann Baker, for your hard work on the  
19 Facebook page. She does a great job for us. Thank you,  
20 Mary.

21 Our visitors center and chamber of commerce for  
22 Jackson County Facebook page, 4,075 likes. Editorial  
23 information that might be of interest to you, we had a  
24 wonderful article in the Atlanta Journal. This is a copy of  
25 it. That was the online version. This has been terrific

1 for us for the month of August. You will see that in your  
2 August report, but many phone calls, e-mails bounce to our  
3 fly fishing trail website. Many inquiries.

4 Here's the July issue of Trail Blazer with a  
5 wonderful story on our fly fishing trail. And two issues of  
6 the Blue Ridge Parkway Travel One with our picture of shadow  
7 of the bear here in Cashiers. And also a mention of the  
8 Dillsboro Pottery Festival and One On Fishing. So those are  
9 some free things that happened for us that don't cost money  
10 but garner good publicity and phone calls.

11 Is there anything else I could answer a question  
12 about?

13 MR. DEWS: Not sucking up, but I want to say thank  
14 you to you because I know you -- you foster a lot of that  
15 free stuff that comes out, and you can't beat that kind of  
16 advertising. I know that's a lot of your communications.

17 MS. SPIRO: And Craig Distal. I want to give Craig  
18 full credit. He is still working very hard for us, so a  
19 thank you to Craig Distal.

20 MR. DEWS: Great direction.

21 MR. MEADS: Good stuff. Can't put a price on it.

22 MR. DEWS: It's free.

23 MR. MEADS: Anybody got anything more to add?

24 MR. FERNANDEZ: Just on behalf of Stephanie, she  
25 couldn't be here today. Just wanted to say the (inaudible)

1 event was a huge success. We got written up in the  
2 Charlotte Observer and the Tampa paper. A lot of good stuff  
3 going on there.

4 MS. SPIRO: Here is a copy of that.

5 MR. FERNANDEZ: We raised a lot of money for a good  
6 cause. The chamber has exceeded 300 members this last  
7 month, and probably got a hundred members in one year over  
8 last year this time.

9 Trail Mix is coming up next month up in Chinguapin.  
10 That's going to be a fun time. Something new we're trying  
11 up here, and Chinguapin was nice enough to let us do it up  
12 there. It's going be a group thing where you can sign up as  
13 groups of four and do kind of a 3K, where you kind of have  
14 to help each other through obstacles and stuff like that.  
15 And then the other one is the straight 3K mud run through  
16 the forest up there. So it should be a lot of fun. And  
17 that's all I have.

18 MR. MEADS: Great. Thank you, Ken.

19 Motion to adjourn?

20 MS. SPIRO: So moved.

21 MR. WARE: On the logo -- and I'm having trouble  
22 with my short-term memory, but I thought at one point there  
23 was a fishing pole in there on that logo.

24 And the other thing with going with the two  
25 different ones, you know, just about every T-shirt you see

1 has something here and then has something all the way across  
2 the back. And some of your ads go in magazines that are for  
3 a younger group and magazines going for an older group. So  
4 I'm not so sure that you have to really fight the issue of  
5 having two logos that coordinate.

6 Also, I'd like to say that I think you're doing a  
7 fantastic job, and this newsletter you're putting out, this  
8 co-op stuff, keeping the accomodation holders involved is  
9 really nice and I appreciate where you're going.

10 And also that I don't think any of us have been at  
11 a TDA meeting in the last year where we have not heard about  
12 fly fishing. Most particularly Fly Fishing.com. And I  
13 apologize. I don't want -- I did not want to do this in  
14 public. I tried to do it privately through e-mails and  
15 stuff. I'm glad to see that the media has left.

16 But I've got some real questions about Fly  
17 Fishing.com. You've got a really good presence on Google.  
18 It's up there. You not only have your main thing, but you  
19 also can have all the different subsections that are  
20 involved in it. And then you've got your one -- you've got  
21 just the whole map altogether, and then you've got the  
22 accommodations page -- back up one, sorry -- where you can  
23 go on to different accommodations.

24 And you've got five preferred accommodations.  
25 You've got the Hampton Inn. And on the Hampton Inn, they do



1 have, down here underneath this section here with a fitness  
2 center, and they do point out that you have fishing eight  
3 miles away.

4 MR. MEADS: What is your point, George? Please.

5 MR. WARE: Okay. The point is you've got five  
6 accommodations on there that you say are preferred  
7 accommodations.

8 MR. MEADS: Yeah.

9 MR. WARE: Right. Only one of those -- only two of  
10 them are on the fly fishing trail. Only one of those has a  
11 reciprocal link, and he's done that.

12 I have been trying to find out what it takes to  
13 advertise on there, get a link, since April. And there have  
14 been changes made -- there have been changes made on that  
15 site. You got rid of the links page. But two months --  
16 about a month ago, you put on an accomodation from Swain  
17 County or a fishing place on there from Swain that had  
18 accommodations.

19 Now, we have an adventure package with Hooper Fly  
20 Fishing. I've talked to Alex three times over the last two  
21 years. We haven't come to an agreement, been able to figure  
22 out how to get his military with our military. We have a  
23 fishing page. That fishing page has a back link to Fly  
24 Fishing.com. We got a fishing page that covers Mountain  
25 Heritage Trout Waters.

1           We're Triple A three diamond like two of the five  
2 accommodations. We're a member of NCBBI, North Carolina Bed  
3 and Breakfast. We're members of the Professional  
4 Association of Innkeepers, but we can't be a preferred  
5 accomodation.

6           And if the TDA is going to identify accommodations  
7 that are preferred, then you need to define what you mean by  
8 "preferred" so that accommodations know what the rules are  
9 and what you have to do to get on them.

10          MR. MEADS: Okay. Point well made.

11          MR. WARE: Thank you. This, I did not want to do  
12 this, but I tried through e-mails and talks, as you know, to  
13 try to get something done.

14          MR. MEADS: All you need to do is just pick up the  
15 phone and call me, George. We did talk.

16          MR. WARE: Not about this.

17          MR. MEADS: George, we have e-mailed.

18          MR. WARE: I'm sorry. I'll call faster next time.

19          MR. MEADS: It's not that big a deal. We can get  
20 it figured out.

21          Visitor guide, do you need to have your visitor  
22 guide printed?

23          MS. SPIRO: We will need to address that, yes.  
24 We're going to run out.

25          MR. MEADS: Would you like to address that now? I

1 don't want you to feel like you're under the gun and won't  
2 have supplies.

3 MS. SPIRO: We will run out in about a month to six  
4 weeks of visitor guides. So we either need to reprint a  
5 small quantity to get us through until a new visitor guide  
6 is made by the agency that is hired or not.

7 MR. PATEL: Is the agency going to do all the work  
8 that you do, or do we need to give you the authority that  
9 you already had in the past to just continue doing your  
10 work?

11 MS. SPIRO: Whatever would be your preference  
12 there.

13 MR. DEWS: What's it going to cost us? How many do  
14 we need to get through the end of October kind of thing?

15 MS. SPIRO: We have a backlog from State visitors  
16 center, welcome centers, now. We probably need 15,000.

17 MR. DEWS: How much does that cost?

18 MS. SPIRO: I don't know. I'll need to get a quote  
19 for it.

20 MR. PATEL: I remember 20,000 was \$900-some-odd  
21 dollars -- 9,400-some-odd dollars.

22 MS. SPIRO: That was fly fishing maps, which was in  
23 the e-mail that went out for them --

24 MR. PATEL: Everybody on the board.

25 MS. SPIRO: -- for the committee's consideration

1 for the fly fishing ads.

2 MR. DEWS: We're not going to have a new one, and  
3 we have got to reprint those things. We can't be without.

4 MS. SPIRO: Okay.

5 MR. MEADS: Get some figures and we'll go from  
6 there. It's not a huge ordeal.

7 MR. DEWS: Yeah. I think we -- we can't be out.  
8 It's no good to anybody.

9 MR. PATEL: Exactly.

10 MR. DEWS: And we don't even have a new agency yet,  
11 so we won't have a new brochure.

12 MR. PATEL: Exactly. Can't be out.

13 MS. SPIRO: 15 or 20,000. And we'll see where we  
14 are on that and y'all can make a decision. Thank you.

15 MR. MEADS: Same thing with the trail maps. I  
16 mean, I know we're having discussions as to -- or rethinking  
17 it or ads and stuff like that.

18 MS. SPIRO: Which that was sent out, so I'm not  
19 sure where that is in the process.

20 MR. BELL: Don't we have a budget that covers -- I  
21 mean, do you have a budget that covers this?

22 MR. MEADS: Yes.

23 MS. SPIRO: We budgeted in printing for preprints  
24 of certain things. Certainly it would cover both of these  
25 things if we needed it to.

1           MR. BELL: So why are we even discussing this if we  
2 approved their budget?

3           MR. MEADS: We're discussing it because I want her  
4 to know if she needs stuff to get those visitors guides,  
5 she's got approval to do it.

6           MR. BELL: We're not approving -- if we approved  
7 her budget --

8           MS. SPIRO: It's the whole TDA budget. I mean,  
9 there is a printing line item in there, but if it's okay for  
10 us to reprint a certain quantity at a certain dollar amount,  
11 then we'll move forward with that.

12          MR. PATEL: That's what she needed our approval on.

13          MR. MEADS: Got to have visitor guides.

14          MR. BELL: Do we just say that it's okay for  
15 Mr. Meads to look at whatever that is, and if it's  
16 acceptable, go ahead and pull the trigger and reprint what  
17 we got now so we don't run out?

18          MR. MEADS: That's what I would do.

19          MR. BELL: I'm on the back road. I'm sorry.

20          MR. PATEL: George, just to back up of Mr. Meads --  
21 and I don't know what you guys talked about -- but recently,  
22 just this week, we had exchanged e-mails with Julie also  
23 about fly fishing and having more accommodations on it.

24          MS. SPIRO: To the whole marketing.

25          MR. PATEL: And then who knows what happened, how

1 you weren't on there, TDA history, erase it. This is a new  
2 TDA. And give us some time. We'll try to help every single  
3 accomodation that we can.

4 Just to point out why I was on there, I was paying  
5 for it.

6 MR. WARE: Well, I know you were. We didn't have  
7 the money when it first came up. But in April --

8 MR. PATEL: That's why you weren't there. But it's  
9 first come, first serve basis.

10 MR. WARE: In April I asked what do we need to do  
11 about it, then in June I asked what do we need to do about  
12 it.

13 MR. PATEL: Okay.

14 MR. WARE: And somebody has been changing the  
15 website and adding things and taking things from it, so  
16 obviously something is being done about it. That's what  
17 I'm -- changes are being --

18 MR. PATEL: A lot of things will get done about it.  
19 Just give us some time.

20 MR. JUMPER: If I could interject a very important  
21 event on Saturday, the Tourists game. It's Cherokee Day at  
22 the Tourists. And Chief Hicks will be throwing out the  
23 first pitch. The first thousand people get a bobble head of  
24 the Chief. So go out and have some fun. They will be  
25 playing the --

1 MR. MEADS: Do we put them on our dash board?

2 MR. DEWS: Exactly.

3 MR. JUMPER: -- Charleston River Dogs.

4 MS. GREENE: What time is that? Is that a night  
5 game?

6 MR. JUMPER: 6 o'clock Cherokee Day. Go get your  
7 bobble head.

8 (Whereupon, at 2:27 o'clock, the hearing in the  
9 aforesaid matter was concluded.)

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STATE OF NORTH CAROLINA)

COUNTY OF JACKSON )

I, DIANE L. THOMMES, CSR, RPR, CRR, notary public for the State of North Carolina, do hereby certify that the foregoing pages constitute a true and correct transcription of my stenographic record of the proceedings had and testimony taken in the aforementioned cause;

That I am not of kin or in anywise associated with any of the parties to said cause or their counsel and that I am not interested in the event thereof.

WITNESS my hand and official seal this 4th day of September 2013.

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DIANE L. THOMMES

Notary Public Number 201127300007



\$				B
	ads (12)	51:22	25:19;33:12;52:3	
\$14,513.10 (1)	10:13;32:12;	almost (3)	around (8)	back (16)
5:8	34:17;36:24;38:23;	11:17;23:22;24:4	16:14;18:24;	19:1,7;21:8;27:19;
\$165,657.52 (1)	23:39;7,14;41:17;	along (2)	19:25;21:4;22:18;	31:19;42:19;43:6;
5:16	56:2;60:1,17	41:6;51:24	26:8;41:23;45:7	44:5;49:1;51:1;52:4;
\$280,688.03 (1)	advantage (1)	although (1)	Art (19)	56:2,22;57:23;61:19,
5:10	35:2	32:11	18:25;23:18;28:2;	20
\$60,000 (1)	adventure (1)	altogether (2)	30:3,4,5,15;31:14;	backlog (1)
25:6	57:19	7:12;56:21	37:24;39:10,10,11,	59:15
\$900-some-odd (1)	advertise (3)	amateur-ey (2)	13:44;22:46;13,23;	backtracking (1)
59:20	47:4,5;57:13	23:23;24:3	49:2;50:25;52:6	12:20
\$93,049.48 (1)	advertisement (1)	amazing (1)	article (1)	backup (1)
5:8	24:11	5:22	53:24	21:6
	advertising (4)	amend (1)	Art's (3)	bad (2)
	18:17;37:10,13;	50:12	15:14;28:22;39:2	28:9,10
A	54:16	among (1)	Asheville (2)	Baker (1)
	afar (1)	25:12	12:6,13	53:18
able (5)	19:24	amount (3)	associate (1)	balance (2)
35:7,8;40:1;47:12;	affect (1)	9:7;26:12;61:10	24:4	5:9,11
57:21	8:7	analysis (2)	associated (1)	ballpark (1)
above (1)	affirmative (4)	6:6,15	29:15	48:21
23:3	3:20;5:1;13:6;	analytics (1)	Associates (2)	banners (1)
Absolutely (2)	24:23	53:14	35:25;37:22	35:7
33:8;36:19	aforesaid (1)	Ann (1)	Association (1)	Barry (1)
accept (1)	63:9	53:18	58:4	38:5
12:24	afternoon (1)	anymore (2)	assurance (1)	based (1)
acceptable (1)	27:18	19:16;46:22	10:25	28:20
61:16	again (3)	apart (1)	assure (1)	baseline (1)
	11:22;25:10;31:14	11:10	52:20	8:3

32:3,10;43:2 <b>beginning (1)</b> 23:17 <b>behalf (1)</b> 54:24 <b>behind (1)</b> 51:23 <b>behooves (1)</b> 13:19 <b>Bell (113)</b> 3:20;5:1,22;6:17, 24:7;2;8:3,15;10:19, 23;11:13,20;12:3,8, 16,23;13:6;15:20; 16:1,4,12,17,21,25; 17:5,9,14,23;18:13; 22:2,22;23:16;24:3, 13,24;25:21;26:3,11, 17,24;27:4,16,19; 28:18;29:1,18;30:2; 31:5,8,13,15,17,24; 32:25;33:6,13,16,18, 19;37:9,17,24;38:1, 4,8,15,18,22;39:2,6, 10,12,15,20;40:7,12, 19,25;41:8,10,14,18, 24;42:8;43:8,12,18; 44:16,19,25;45:7,13, 22;46:16;47:10; 48:19;49:5,12,15; 50:4,12,19,22;51:3, 12,25;52:8,24;60:20; 61:1,6,14,19 <b>benefits (1)</b> 9:4 <b>beside (1)</b> 4:9 <b>besides (1)</b> 48:22 <b>bet (1)</b> 8:21 <b>better (8)</b> 7:4;17:17,21; 19:20;21:21;29:9,9; 32:23 <b>beyond (1)</b> 27:20 <b>bid (1)</b> 47:18 <b>big (4)</b> 8:21;11:8;27:23; 58:19 <b>bikers (1)</b> 25:18 <b>birthed (1)</b> 42:1 <b>bit (7)</b> 20:11;22:23; 23:24;28:8;31:4; 35:23;41:23 <b>black (1)</b> 29:19 <b>black-and-white (1)</b>	31:1 <b>Blazer (1)</b> 54:4 <b>block (1)</b> 7:21 <b>Blue (1)</b> 54:6 <b>board (11)</b> 16:16;27:1;34:20; 35:13;38:16,21; 40:24,25;47:8;59:24; 63:1 <b>boards (2)</b> 9:24;14:5 <b>boat (1)</b> 43:19 <b>Bob (6)</b> 3:20;4:20;5:1; 13:6;20:6;26:8 <b>bobble (2)</b> 62:23;63:7 <b>border (1)</b> 19:25 <b>both (2)</b> 29:5;60:24 <b>bottle (1)</b> 28:7 <b>bottom (6)</b> 15:3;21:10;22:15, 17;23:2;28:15 <b>bought (1)</b> 16:11 <b>bounce (1)</b> 54:2 <b>Bowers (1)</b> 26:16 <b>Boy (1)</b> 23:13 <b>brand (8)</b> 14:14;17:8;33:11; 41:4;43:2;46:10,10, 10 <b>branding (2)</b> 33:4;48:5 <b>Brandon (7)</b> 16:24;42:21,22; 43:4;44:23;48:24,24 <b>Brandon's (1)</b> 42:14 <b>Breakfast (1)</b> 58:3 <b>Brien (3)</b> 3:21;5:2;13:7 <b>bring (1)</b> 52:2 <b>bringing (2)</b> 36:2;46:22 <b>brochure (1)</b> 60:11 <b>brought (2)</b> 30:4,13 <b>budget (5)</b> 60:20,21;61:2,7,8	<b>budgeted (1)</b> 60:23 <b>build (1)</b> 16:14 <b>built (1)</b> 16:6 <b>bummer (1)</b> 13:11 <b>bumped (1)</b> 17:1 <b>bumper (3)</b> 17:17;19:22,22 <b>business (3)</b> 12:15;25:20;46:25 <b>businesses (1)</b> 32:25 <b>busy (1)</b> 42:15 <b>buy (3)</b> 16:4;35:2;36:6 <b>buying (1)</b> 23:20  <b>C</b>  <b>calculations (1)</b> 7:8 <b>calendar (1)</b> 7:18 <b>call (4)</b> 3:2;51:6;58:15,18 <b>called (1)</b> 53:13 <b>calls (2)</b> 54:2,10 <b>came (14)</b> 11:24;15:15; 17:10;19:4;23:19; 25:4,10,12,25;38:5; 45:5,10;47:22;62:7 <b>camp (1)</b> 24:12 <b>campaign (3)</b> 10:15;16:5,14 <b>can (57)</b> 5:25;8:3;10:11,14, 15;11:3,10;13:15,18; 14:4,4,18;15:1,4,17; 17:8,12,14,15;18:3, 4;19:9;22:8;24:8; 25:24;26:7;28:4; 29:1,10;32:2,15,16; 35:2,2,13;36:12; 38:11;41:21,22;42:8, 9,10;43:6,25;47:5; 48:23;50:12;51:1; 52:10,13,20;55:12; 56:19,22;58:19; 60:14;62:3 <b>candidates (1)</b> 44:1 <b>cans (1)</b> 9:13	<b>card (2)</b> 17:17;44:6 <b>cards (2)</b> 12:15,19 <b>care (3)</b> 7:16;14:22,22 <b>Caremark (1)</b> 32:21 <b>Carolina (2)</b> 45:21;58:2 <b>carry (1)</b> 46:5 <b>carts (1)</b> 24:7 <b>cash (1)</b> 5:9 <b>Cashiers (3)</b> 18:16;46:11;54:7 <b>casual (1)</b> 12:15 <b>catch (2)</b> 19:23,24 <b>caught (2)</b> 4:22;38:6 <b>cause (1)</b> 55:6 <b>center (6)</b> 28:6;53:6,8,21; 57:2;59:16 <b>centers (1)</b> 59:16 <b>certain (3)</b> 60:24;61:10,10 <b>certainly (7)</b> 9:21,23;15:18; 21:24;26:3;28:4; 60:24 <b>chain (2)</b> 8:15,17 <b>chamber (2)</b> 53:21;55:6 <b>chancellor (1)</b> 26:15 <b>change (2)</b> 8:6;18:3 <b>changes (3)</b> 57:14,14;62:17 <b>changing (1)</b> 62:14 <b>chapter (1)</b> 51:2 <b>Charleston (1)</b> 63:3 <b>Charlotte (1)</b> 55:2 <b>checkmark (1)</b> 31:10 <b>Cherie (1)</b> 26:16 <b>Cherokee (3)</b> 25:3;62:21;63:6 <b>Chief (2)</b> 62:22,24	<b>Chinquapin (2)</b> 55:9,11 <b>chipping (1)</b> 35:13 <b>choice (1)</b> 21:9 <b>choices (1)</b> 22:21 <b>chose (1)</b> 45:15 <b>circle (8)</b> 19:20,21;21:4,7, 19,20;22:18;23:12 <b>circular (1)</b> 19:18 <b>claims (1)</b> 9:8 <b>clarify (1)</b> 28:24 <b>classy (1)</b> 22:24 <b>clean (1)</b> 30:11 <b>cleaner (1)</b> 42:4 <b>client (3)</b> 23:7,11,13 <b>Cliff (1)</b> 22:21 <b>Clifford (6)</b> 3:20;4:21;5:1; 11:22;13:6;15:20 <b>close (1)</b> 29:4 <b>clue (1)</b> 48:2 <b>coffee (1)</b> 9:13 <b>cold (1)</b> 47:17 <b>collaborating (1)</b> 9:22 <b>collected (1)</b> 5:8 <b>collections (1)</b> 5:15 <b>collectively (1)</b> 7:17 <b>color (1)</b> 31:3 <b>Colorado (1)</b> 20:9 <b>colorize (1)</b> 30:25 <b>colorized (2)</b> 30:23;31:3 <b>colors (2)</b> 28:25;29:1 <b>combined (1)</b> 14:5 <b>Comfort (1)</b> 8:16 <b>comfortable (2)</b>
---	---	---	---	---

13:23,24 coming (10) 5:25;7:19;9:3,24; 17:2;25:18;28:3; 44:6;47:17;55:9 comment (3) 23:17;44:3;51:13 comments (10) 3:5,12,14;22:6; 24:17,22;29:7,8,12, 13 commerce (1) 53:21 commercial (1) 12:2 commissioners (2) 33:23,24 committee (8) 34:5,15;36:11,23; 40:2,4;43:25;44:16 committee's (1) 59:25 communications (1) 54:16 community (1) 52:1 comp (3) 6:5;7:1;8:5 companies (4) 17:4;25:16;37:21; 44:20 company (5) 12:1;15:24;16:7; 38:3;42:21 comparable (1) 45:25 compare (3) 30:19;43:7;47:2 compared (1) 22:4 comparing (1) 29:20 comparison (1) 5:12 compelling (1) 41:16 concluded (1) 63:9 concur (1) 20:15 confused (4) 35:23;36:22;37:9; 48:6 consideration (1) 59:25 considered (2) 41:22,22 contact (2) 35:15;45:3 contacted (1) 45:17 continue (2) 46:6;59:9	contract (1) 48:15 contracts (1) 48:13 contrary (1) 24:22 contribution (1) 6:22 conversation (4) 9:20;12:17,18; 37:21 conversations (2) 9:21;10:11 co-op (2) 34:19;56:8 cooperative (2) 34:25;35:14 co-ops (3) 35:16,18;37:4 coordinate (1) 56:5 copies (5) 3:8;4:1;14:15,18; 53:4 copy (3) 3:7;53:24;55:4 cost (3) 54:9;59:13,17 count (2) 27:20;53:10 counting (2) 37:22;53:8 County (17) 14:11;15:24; 20:14;21:12,15; 23:12;28:21;33:7; 46:11;47:16,20,21; 51:1;52:1;53:8,22; 57:17 couple (5) 8:13;24:21;27:20; 29:21;34:15 cover (1) 60:24 covers (3) 57:24;60:20,21 Craig (3) 54:17,17,19 creative (3) 15:15;18:23;38:22 credibility (1) 42:2 credit (1) 54:18 croquet (1) 28:16 curious (1) 19:5 Current (1) 53:15 customer (5) 24:8,9,16;28:2,4 customers (1)	23:23 cut (1) 20:3  <b>D</b>  dandy (1) 23:11 Darlene (7) 3:21;5:2,4,6;7:11; 9:15;13:7 Darlene's (1) 13:3 dash (1) 63:1 date (1) 53:9 dates (1) 8:13 day (4) 29:24;52:11; 62:21;63:6 days (5) 27:20;29:21; 42:18;45:5;51:5 deadline (2) 27:17;31:9 deal (5) 8:21;11:8;14:3; 26:17;58:19 Debby (13) 17:3;26:14;34:10; 35:15;36:3;38:19; 40:20;41:2;42:15; 43:8;45:2;50:16,18 decide (1) 15:23 decided (2) 16:12;45:2 decision (9) 16:18;17:6;23:7; 42:10,12;43:24; 44:10;51:11;60:14 decisions (1) 17:24 define (1) 58:7 delivered (1) 45:10 demographic (1) 25:17 demonstrate (1) 10:14 department (1) 15:15 described (1) 10:1 description (1) 40:7 design (1) 19:17 detail (1) 4:9	determine (1) 40:13 determining (1) 21:8 develop (2) 50:1,10 developed (2) 5:12;9:19 developing (2) 43:22;50:4 Dews (96) 3:20;4:10,16,21; 5:1;6:5,10,13,16,19; 7:3,5,7,16,22;9:5,10, 13;12:1;13:1,6;18:2, 7,19;19:2,8,12,15; 20:9,15,20,23;21:1,4, 7,13,17,22;22:3,17, 24;23:9;24:1,4,17; 25:24;26:5,16,21; 27:3,10,18;29:6; 30:3,6,9,18,21;31:7, 14,21;33:15;37:7; 39:1,5,11,13;43:11, 16;45:24;46:9,13,19; 47:13;48:4,12,15,18; 49:1,7,19,24;50:7, 21;51:8;52:16;53:1; 54:13,20,22;59:13, 17;60:2,7,10;63:2 diamond (1) 58:1 die (1) 20:3 difference (2) 5:13;24:22 different (10) 8:13;15:11;17:21, 25;18:17;31:2; 47:25;55:25;56:19, 23 differently (1) 20:18 difficulty (1) 20:1 digested (1) 34:16 Dillsboro (2) 53:10;54:8 direction (1) 54:20 discounting (1) 35:2 discover (1) 9:5 discoveries (1) 9:3 discovery (1) 9:2 discuss (1) 16:16 discussed (1) 11:23	discussing (2) 61:1,3 discussion (11) 3:16;9:17;13:3,20; 14:14;15:7,11;18:15; 38:21;50:15;51:15 discussions (2) 19:4;60:16 Distal (2) 54:17,19 ditch (1) 20:16 docket (1) 3:5 documents (1) 34:4 Dogs (1) 63:3 dollar (1) 61:10 dollars (3) 45:1;59:21,21 Dollywood (1) 24:6 done (12) 19:6;35:4,11; 42:14;43:25;45:20; 46:3;49:2;57:11; 58:13;62:16,18 door (3) 9:21;29:14,15 doors (1) 46:24 down (21) 9:16,22;13:16; 14:7;15:17;16:21,22; 19:15;20:4;22:5; 24:19;26:19,23;27:1, 5;31:7;37:18;45:5, 10;48:20;57:1 Downtown (1) 53:9 dreamed (1) 52:19 during (1) 11:20 dwindle (1) 48:20  <b>E</b>  easier (1) 32:11 easiest (1) 19:11 editing (1) 11:21 Editorial (1) 53:22 efficient (1) 32:11 eight (2) 7:23;57:2
---	---	--	---	--

either (5) 16:1;27:3;35:6; 41:12;59:4	29:21;33:2;35:1; 47:19;48:2;20;52:18; 60:10;61:1	25:15;31:24;50:2; 51:24;53:5	fishermen (1) 25:19	front (1) 53:4
electronically (1) 3:6	event (2) 55:1;62:21	fast (1) 51:7	fishing (20) 25:20;28:18; 53:15,16,17;54:3,5, 8;55:23;56:12;57:2, 10,17,20,23,23,24; 59:22;60:1;61:23	full (2) 10:10;54:18
elimination (1) 19:9	everybody (10) 14:16;20:15; 26:25;27:2,6,11; 33:12;35:6;42:21; 59:24	faster (1) 58:18	Fishingcom (3) 56:12,17;57:24	fun (4) 25:11;55:10,16; 62:24
else (11) 16:2;20:18;27:13; 34:21;35:16;38:24; 40:16;44:17;47:4; 52:15;54:11	everyone (1) 3:4	favor (4) 3:18;4:24;13:4; 27:25	fitness (1) 57:1	fund (1) 5:11
else's (1) 36:11	exact (1) 45:16	feedback (3) 25:14;26:22;29:23	five (5) 15:10;37:21; 56:24;57:5;58:1	funeral (1) 26:15
e-mail (1) 59:23	Exactly (5) 21:16;31:16;60:9, 12;63:2	feel (2) 20:18;59:1	florists (1) 33:1	future (3) 9:21;10:9;14:5
e-mailed (2) 53:12;58:17	example (1) 35:10	feeling (2) 20:5;23:2	fly (15) 25:21;53:15,16,17; 54:3,5;56:12,12,16; 57:10,19,23;59:22; 60:1;61:23	FY (2) 5:15,16
e-mails (4) 54:2;56:14;58:12; 61:22	examples (1) 25:16	fellow (1) 45:3	game (2) 62:21;63:5	G
emphasis (1) 34:24	exceeded (1) 55:6	Fernandez (15) 3:21;4:21;5:2; 10:22;13:7,13,23; 18:25;20:8;28:24; 30:5;40:11;50:18; 54:24;55:5	Garden (2) 35:10,21	
enclosed (1) 23:3	except (1) 42:21	Festival (1) 54:8	garner (1) 54:10	G
encourage (3) 32:8;33:7,11	exchanged (1) 61:22	few (1) 42:16	Gatlin (1) 24:5	
encouraged (1) 41:20	exercise (2) 31:17,18	fight (1) 56:4	Gatlinburg (1) 24:5	G
end (9) 11:16;19:4;27:2; 31:25;33:3;43:22; 44:14;51:10;59:14	expect (1) 41:5	figure (4) 7:5;15:17;38:9; 57:21	gave (2) 25:3;43:4	
ending (1) 23:5	expenses (1) 5:8	figured (1) 58:20	gears (2) 38:9;39:22	G
enlightening (1) 9:20	expensive (1) 42:24	figures (1) 60:5	gentle (1) 21:23	
enough (4) 14:15,16,17;55:11	experience (1) 10:7	finally (1) 49:6	geometric (1) 30:11	G
entered (1) 3:23	explain (1) 53:13	finance (4) 34:2,3,9;40:2	George (5) 33:24;57:4;58:15, 17;61:20	
entertain (1) 42:7	eye (2) 19:23;38:4	financial (4) 5:7;12:21,24;34:4	given (1) 42:3	G
entity (1) 18:14	F	find (8) 7:25;9:18;19:8; 34:8;45:24;50:25; 52:10;57:12	giving (1) 31:9	
equal (2) 30:18,21		fine (4) 15:13;23:22; 39:23;46:6	glad (1) 56:15	G
erase (1) 62:1	Facebook (3) 53:17,19,22	finished (1) 5:10	goal (2) 18:2;41:25	
errors (1) 9:6	factor (2) 5:19;21:8	firm (6) 37:7;39:15;41:19; 44:15;45:22;47:11	golf (3) 26:4;28:16;32:6	G
especially (2) 18:15;44:11	fair (3) 26:12;40:20;41:12	first (20) 3:4;5:14;7:22; 15:6,19;19:5;21:9; 25:1,4,11;26:1;30:4, 13;34:6;43:17;62:7, 9,9,23,23	golly (1) 46:14	
established (1) 35:18	fairly (1) 45:24	fish (6) 12:18;26:4;27:4; 33:14,15,16	good (28) 4:9;5:4,23;10:16, 17;11:2;12:22,25; 21:18;23:15;27:10; 31:6,18,20;35:10; 36:14;38:10;39:20; 41:18;44:2,15;47:11; 54:10,21;55:2,5; 56:17;60:8	G
establishing (1) 8:3	fall (4) 32:7;51:16,18; 52:2		Google (2) 53:14;56:17	
establishments (2) 6:23;7:12	familiar (2) 47:19,20		go-round (2)	
evaluate (1) 49:18	family (1) 15:12			
even (12) 12:14;19:21;24:5;	fantastic (1) 56:7			
	far (7) 16:17;24:17;			

15:14,19 <b>Gosh (1)</b> 34:21 <b>Governance (3)</b> 12:25;33:18;39:25 <b>grand (3)</b> 6:17,18;11:9 <b>graphic (1)</b> 11:16 <b>great (11)</b> 7:3,4;10:22;13:10, 13:49;2:52;18:19; 53:19;54:20;55:18 <b>GREENE (13)</b> 4:11;7:11,15;8:22, 24:13;25;14:8,11,21; 24:11;28:9;33:22; 63:4 <b>Greg (1)</b> 52:15 <b>group (13)</b> 12:6,12;16:1; 25:11;28:22;36:4,24; 38:16,19;48:19; 55:12;56:3,3 <b>groups (1)</b> 55:13 <b>growing (1)</b> 6:25 <b>growth (3)</b> 6:20;7:1;8:5 <b>guard (1)</b> 38:6 <b>guess (8)</b> 16:19;33:13; 38:19;45:13;46:9; 47:1;48:6;49:1 <b>guest (1)</b> 29:24 <b>guidance (1)</b> 36:17 <b>guide (5)</b> 36:10;38:3;58:21, 22;59:5 <b>guidelines (1)</b> 40:10 <b>guides (3)</b> 59:4;61:4,13 <b>guiding (1)</b> 37:7 <b>Gun (3)</b> 35:10,21;59:1 <b>guy (5)</b> 16:23;30:12;38:5; 49:10;51:12 <b>guys (1)</b> 61:21	7:18 <b>Hampton (6)</b> 29:21;32:4;46:17, 17;56:25,25 <b>handle (3)</b> 40:14,20;49:7 <b>hands (1)</b> 51:10 <b>happened (2)</b> 54:9;61:25 <b>happening (1)</b> 42:12 <b>hard (3)</b> 21:15;53:18;54:18 <b>Hattler's (1)</b> 26:14 <b>head (3)</b> 50:16;62:23;63:7 <b>headed (1)</b> 45:5 <b>hear (1)</b> 41:10 <b>heard (8)</b> 8:13;36:3,23; 37:20,21;44:3;50:19; 56:11 <b>hearing (2)</b> 8:14;63:8 <b>heck (1)</b> 38:9 <b>help (7)</b> 36:10;39:18;41:6, 21;43:1;55:14;62:2 <b>helpful (2)</b> 4:3;31:23 <b>helping (1)</b> 8:1 <b>Here's (1)</b> 54:4 <b>Heritage (1)</b> 57:25 <b>hey (3)</b> 6:21;40:20;47:18 <b>Hicks (1)</b> 62:22 <b>hidden (1)</b> 9:13 <b>High (3)</b> 29:21;32:4;46:17 <b>hikers (1)</b> 25:17 <b>hill (1)</b> 8:11 <b>hire (2)</b> 16:7;47:10 <b>hired (4)</b> 17:10;30:5;50:20; 59:6 <b>history (1)</b> 62:1 <b>hit (1)</b> 17:7 <b>hold (1)</b>	52:22 <b>holders (1)</b> 56:8 <b>holding (2)</b> 49:1,4 <b>Hole (2)</b> 20:13;26:4 <b>holes (1)</b> 34:18 <b>Hooper (1)</b> 57:19 <b>hoped (1)</b> 51:24 <b>hopefully (1)</b> 11:3 <b>hoping (1)</b> 42:11 <b>hospitality (2)</b> 30:1;32:4 <b>hot (1)</b> 35:7 <b>hotel (2)</b> 8:8;32:9 <b>hotels (1)</b> 32:16 <b>huge (2)</b> 55:1;60:6 <b>hundred (3)</b> 40:19;51:20;55:7 <b>hurry (1)</b> 44:13	54:25 <b>include (1)</b> 15:18 <b>inclusive (1)</b> 6:7 <b>income (1)</b> 25:6 <b>incorporate (1)</b> 32:3 <b>incorporated (1)</b> 28:15 <b>increase (4)</b> 5:14,17,18,20 <b>individually (2)</b> 7:16,17 <b>Info (1)</b> 35:5 <b>informal (1)</b> 28:6 <b>information (6)</b> 28:22;29:16; 34:19;45:3;53:6,23 <b>in-house (1)</b> 36:2 <b>initial (3)</b> 25:1,2;26:2 <b>initially (2)</b> 24:14;38:20 <b>initiatives (1)</b> 48:1 <b>Inn (3)</b> 8:16;56:25,25 <b>Innkeepers (1)</b> 58:4 <b>input (1)</b> 16:15 <b>inquiries (2)</b> 53:11;54:3 <b>Integrated (1)</b> 12:10 <b>intention (1)</b> 10:8 <b>interest (6)</b> 13:18;33:22,23,25; 45:9;53:23 <b>interesting (5)</b> 6:19;7:24,25; 29:18,22 <b>interject (1)</b> 62:20 <b>internally (1)</b> 37:2 <b>interviewed (1)</b> 37:16 <b>interviewing (1)</b> 37:13 <b>into (13)</b> 3:23;5:25;7:19; 16:4,11;17:1;29:15, 19;30:15;43:23; 48:1;51:14;52:3 <b>introduce (2)</b> 4:20;34:5	<b>investment (1)</b> 42:1 <b>invite (1)</b> 14:4 <b>involved (4)</b> 46:14;50:23;56:8, 20 <b>isolate (1)</b> 7:10 <b>issue (2)</b> 54:4;56:4 <b>issues (3)</b> 33:21;40:16;54:5 <b>item (1)</b> 61:9
<b>J</b>				
<b>Jackson (13)</b> 18:16;20:13,14; 21:12,15;23:12,14; 28:21;46:10;47:19, 21;53:8,22 <b>January (1)</b> 41:6 <b>jeez (1)</b> 37:20 <b>Jim (1)</b> 26:15 <b>job (6)</b> 30:6;40:7,22;49:3; 53:19;56:7 <b>Journal (1)</b> 53:24 <b>Julie (7)</b> 3:22;5:3;13:8; 14:15;27:21;45:4; 61:22 <b>July (7)</b> 3:8;5:7,9;6:2;7:19; 53:12;54:4 <b>jump (1)</b> 10:1 <b>jumped (1)</b> 4:8 <b>Jumper (35)</b> 3:21;4:14,20;5:2; 7:1;8:5;13:7;18:9,14, 20;19:3;23:6,10; 24:21;25:1;26:2,7; 30:22;34:3,8;35:23; 36:2,6,19,22;39:18, 24;40:8,13;43:21; 44:10;52:25;62:20; 63:3,6 <b>June (4)</b> 3:6;5:9;6:2;62:11				
<b>K</b>				
<b>Karen (1)</b> 12:3 <b>keep (3)</b>				

23:6;38:4;48:7 <b>keeping (1)</b> 56:8 <b>Ken (5)</b> 3:20;4:21;5:1; 13:6;55:18 <b>kept (1)</b> 11:23 <b>kick (1)</b> 26:8 <b>kids (1)</b> 24:12 <b>killer (2)</b> 30:1,3 <b>Kimberly (1)</b> 17:3 <b>kind (44)</b> 10:2,2,5;11:4,7,24; 14:6,15;15:7;17:2; 23:18;7;19:3;20:15; 21:23;22:5,7,9,13; 24:9;25:13,18,19; 26:7,8,22;27:12; 30:11,11,24;32:6; 34:16;35:13;42:2,3; 43:5;44:19;48:6; 51:23;52:22;54:15; 55:13,13;59:14 <b>knocking (1)</b> 46:23 <b>knows (1)</b> 61:25	10,15 <b>lead (1)</b> 37:12 <b>league (1)</b> 8:24 <b>learn (1)</b> 14:7 <b>least (1)</b> 38:11 <b>leaving (1)</b> 51:14 <b>left (3)</b> 26:22;28:18;56:15 <b>lend (1)</b> 17:16 <b>letter (1)</b> 47:17 <b>leverage (1)</b> 37:2 <b>LGA (1)</b> 45:18 <b>liked (2)</b> 12:18;24:24 <b>likes (2)</b> 53:17,22 <b>liking (1)</b> 15:10 <b>line (1)</b> 61:9 <b>lines (2)</b> 32:1;41:7 <b>link (3)</b> 57:11,13,23 <b>links (2)</b> 35:7;57:15 <b>list (2)</b> 38:14,15 <b>listen (2)</b> 41:3;51:4 <b>listening (1)</b> 51:10 <b>little (9)</b> 20:11;22:23;26:5; 28:6,8;31:4;35:23; 36:22;41:23 <b>live (1)</b> 13:14 <b>Living (4)</b> 22:11;40:22; 46:21;48:14 <b>local (2)</b> 12:4;13:20 <b>lodging (2)</b> 34:22;35:1 <b>logo (19)</b> 14:14;16:7,8;18:3; 10,10,19;19:4;22:11; 28:8,25;30:15,16; 32:15;40:16;46:9; 47:22;55:21,23 <b>logos (4)</b> 15:6;18:4;26:23; 56:5	<b>Lonesome (1)</b> 12:5 <b>long (2)</b> 15:7;37:5 <b>look (19)</b> 6:12;7:6;14:19; 15:16;17:25;19:16; 20:6,11;21:18;23:19; 25:8,8;26:6;33:20; 40:2;41:19,22;46:19; 61:15 <b>looked (3)</b> 25:1;28:8;45:25 <b>looking (3)</b> 5:20;23:13;24:18 <b>looks (12)</b> 14:16;20:10,13; 23:14,23;24:11; 28:11,12;31:2,2,3; 34:11 <b>lot (14)</b> 5:25;7:7;24:7; 40:15;44:1,2,24; 52:13;54:14,16;55:2, 5,16;62:18 <b>lots (1)</b> 25:15 <b>loud (1)</b> 22:14 <b>Lovers (2)</b> 33:9;53:15 <b>lower (1)</b> 35:8	<b>march (1)</b> 37:12 <b>market (3)</b> 15:24;30:9;47:15 <b>marketing (31)</b> 8:1;10:19;12:5; 15:24;16:7,14;19:2; 25:2,13;34:11,15; 36:4,11,23,25;38:19; 40:4,21;42:13;43:2, 25;47:11,18;48:3; 49:17;50:1,4,5,13, 17;61:24 <b>markets (1)</b> 47:25 <b>married (1)</b> 28:25 <b>Mary (5)</b> 3:22;5:3;13:8; 53:18,20 <b>material (1)</b> 25:17 <b>materials (1)</b> 40:17 <b>matter (1)</b> 63:9 <b>may (10)</b> 15:20,22,22;24:19; 28:10;35:7;38:4; 52:14,15,15 <b>maybe (16)</b> 9:22;11:3;15:11; 24:4,5;26:5,10,11, 19;27:4,11;35:21; 46:21;51:8,8;52:12 <b>MEADS (151)</b> 3:2,16,20,23;4:6, 12,15,19,21,23;5:1,4, 23;7:21;8:8,11,18, 25;9:15;11:6,16; 12:5,14,22,25;13:2,6, 9,12,17,24;14:4,10, 13,24;15:1,5,25; 16:3,10,16,19,23; 17:1,7,11,13,22,25; 18:6;19:11,14;20:5, 10;22:15;24:18; 25:23;26:14;27:8,15, 24;28:13;29:3,24; 30:7,15,20;31:16,22; 32:2,18,23;33:4,8, 17;34:1,7,10,14,24; 35:17,21,25;36:9,20; 37:3,8,15,19,25;38:3, 7,14,17,20,25;39:3,9, 14,17,22;40:23;41:1, 9,13,17,20,25;42:17, 20,22,25;43:10;44:8; 46:12,18;47:24;48:9, 13,17;49:23,25;50:2, 5,24;51:4,22;52:6, 10,14,20;53:3;54:21, 23;55:18;57:4,8;	58:10,14,17,19,25; 60:5,15,22;61:3,13, 15,18,20;63:1 <b>mean (32)</b> 6:10,25;7:3,7,9;7; 16:4,8,10;17:11; 19:3,18;20:18,20; 21:7;22:6;23:21; 24:15;27:22;29:3,6; 32:12;33:10;38:9,12; 39:10;41:6;44:11; 48:3;58:7;60:16,21; 61:8 <b>media (7)</b> 32:12;34:11; 35:24;36:1,6;51:22; 56:15 <b>meet (1)</b> 38:13 <b>meeting (25)</b> 3:7,8,17;4:2;5:13; 9:23;11:2,4;13:13; 14:1,5,9;26:18; 33:20;34:2,3;42:9; 43:9;50:19;51:6,9, 11;52:5,8;56:11 <b>member (1)</b> 58:2 <b>members (7)</b> 34:5,20;35:1,1; 55:6,7;58:3 <b>memory (1)</b> 55:22 <b>mention (2)</b> 53:16;54:7 <b>mentioned (1)</b> 44:24 <b>merely (1)</b> 48:10 <b>message (1)</b> 18:15 <b>met (3)</b> 16:23;33:21;34:15 <b>Mickey (1)</b> 26:14 <b>Mid (1)</b> 53:15 <b>middle (1)</b> 21:11 <b>midweek (1)</b> 32:6 <b>might (2)</b> 23:24;53:23 <b>miles (1)</b> 57:3 <b>military (2)</b> 57:22,22 <b>mind (1)</b> 23:6 <b>minds (1)</b> 10:6 <b>minute (2)</b> 12:20;15:2
<b>L</b>		<b>M</b>		
<b>label (3)</b> 28:11,11,13 <b>Labor (1)</b> 52:11 <b>laid (2)</b> 28:6;40:8 <b>Lanning (13)</b> 3:22;5:3;13:8; 20:13,19;21:2,19; 26:1;44:18;45:16; 46:2,5;47:12 <b>large (3)</b> 9:8;28:14,19 <b>last (12)</b> 4:2;5:13;6:2,2,6, 20;34:9;42:13;55:6, 8;56:11;57:20 <b>late (1)</b> 9:23 <b>later (2)</b> 10:11;45:5 <b>launches (1)</b> 43:17 <b>Lavidge (17)</b> 35:24,25;37:22,24; 39:10,11,12,16; 41:15,21;44:22; 45:24;46:2,10;48:7,		<b>magazine (2)</b> 38:23;46:21 <b>magazines (5)</b> 10:14;35:3;47:7; 56:2,3 <b>main (5)</b> 17:16,19;35:15; 53:9;56:18 <b>mainly (1)</b> 9:6 <b>makes (3)</b> 21:15;51:12,13 <b>making (1)</b> 36:23 <b>mall (1)</b> 24:7 <b>man (2)</b> 47:1;49:2 <b>manual (1)</b> 7:8 <b>many (6)</b> 6:13;26:12;45:14; 54:2,3;59:13 <b>map (1)</b> 56:21 <b>maps (2)</b> 59:22;60:15		

<b>minutes (5)</b> 3:5,7;4:1,13;37:19 <b>mirror (1)</b> 41:4 <b>miss (1)</b> 34:18 <b>missed (1)</b> 51:17 <b>missing (3)</b> 26:11,12;36:18 <b>Mix (1)</b> 55:9 <b>mode (1)</b> 50:15 <b>money (6)</b> 9:13;41:11;50:6; 54:9;55:5;62:7 <b>month (9)</b> 9:3,7;46:22;52:5; 54:1;55:7,9;57:16; 59:3 <b>monthly (1)</b> 53:11 <b>months (5)</b> 5:15;7:23;34:12; 43:13;57:15 <b>month's (1)</b> 53:5 <b>moon (1)</b> 43:5 <b>more (27)</b> 5:25;6:25;7:4,12; 17:15;19:7,23;21:23; 22:23;23:24;24:4,6; 26:8;27:11;31:1; 32:11,23;34:25; 35:13;41:23;44:21; 45:17;46:8,12,13; 54:23;61:23 <b>most (2)</b> 15:9;56:12 <b>mother (1)</b> 26:14 <b>Motion (11)</b> 3:18;4:12,23; 12:23;13:2;49:16,20; 50:12;52:22,24; 55:19 <b>mountain (3)</b> 23:5;53:14;57:24 <b>mountains (16)</b> 20:3,6,17,18;21:8, 10,14,14,17,22,23; 22:25;23:4,12;26:5,6 <b>move (5)</b> 3:13;31:9;32:20; 49:17;61:11 <b>moved (2)</b> 4:14;55:20 <b>moving (1)</b> 31:9 <b>much (11)</b> 7:18;15:22;18:12;	25:8;34:16;35:8; 37:10,11;45:2;49:21; 59:17 <b>mud (2)</b> 49:6;55:15 <b>multiple (1)</b> 18:10 <b>music (6)</b> 10:3,5,6;11:22,22; 28:16 <b>must-do (1)</b> 34:17 <b>myself (2)</b> 22:22;34:5  <b>N</b>  <b>name (2)</b> 12:1,9 <b>names (1)</b> 4:18 <b>narrow (1)</b> 31:7 <b>narrows (1)</b> 22:5 <b>national (2)</b> 8:15,17 <b>nationally (1)</b> 30:8 <b>natural (1)</b> 8:24 <b>nature (1)</b> 19:18 <b>NCBBI (1)</b> 58:2 <b>neat (2)</b> 34:8;52:17 <b>need (33)</b> 4:4;8:2;12:20; 13:14;15:12,18;17:5, 7;28:3;32:2,10; 36:17;40:25;41:4,21; 42:4;46:3;47:15; 50:23,24;51:25;52:1; 58:7,14,21,23;59:4,8, 14,16,18;62:10,11 <b>needed (4)</b> 42:7;44:12;60:25; 61:12 <b>needing (1)</b> 51:13 <b>needs (4)</b> 15:2;27:6;50:18; 61:4 <b>negotiate (1)</b> 35:8 <b>negotiated (1)</b> 48:13 <b>neighborly (1)</b> 11:8 <b>new (20)</b> 5:24;6:3,4,7,14,20, 22;14:6;28:20;	39:16;41:19,19; 46:10,20;55:10;59:5; 60:2,10,11;62:1 <b>newness (1)</b> 39:19 <b>news (2)</b> 5:4;13:10 <b>newsletter (1)</b> 56:7 <b>next (21)</b> 9:3;14:13;29:21; 33:20;34:12;39:24; 42:8;43:9,19,20; 49:11;51:2,9,21; 52:1,2,5,7;53:2;55:9; 58:18 <b>nice (7)</b> 6:24;28:16;29:6; 38:5,13;55:11;56:9 <b>nicer (1)</b> 10:18 <b>night (1)</b> 63:4 <b>Nike (1)</b> 31:10 <b>nine (7)</b> 6:3,4;7:9,11,12,12, 21 <b>nobody (1)</b> 36:11 <b>nod (1)</b> 43:16 <b>normal (1)</b> 42:22 <b>North (3)</b> 45:21;47:16;58:2 <b>notices (1)</b> 9:2 <b>November (1)</b> 9:23 <b>number (10)</b> 5:15,23;6:2;8:13; 15:2,9;45:11,11,11, 16 <b>numbers (5)</b> 5:11;7:3,19;8:7; 48:20 <b>nuts (1)</b> 42:23  <b>O</b>  <b>Observer (1)</b> 55:2 <b>obstacles (1)</b> 55:14 <b>obviously (6)</b> 10:5;17:18;23:18; 38:13;47:22;62:16 <b>ocean (1)</b> 48:25 <b>o'clock (2)</b> 63:6,8	<b>October (2)</b> 9:23;59:14 <b>off (10)</b> 4:1,9;10:12,13; 24:20;28:2;30:12; 36:12;38:6;50:11 <b>official (1)</b> 4:4 <b>off-the-roof (1)</b> 45:1 <b>old (1)</b> 36:14 <b>older (3)</b> 25:9,11;56:3 <b>once (2)</b> 19:5;32:15 <b>one (72)</b> 4:4;5:14,17,19; 8:10,11;11:10,10; 14:10,17;15:1,8,9,9; 16:6,15;17:12,14,15, 15,19,19;18:4,21,22; 19:8,13,14,15;20:5, 24;21:4,6,10;22:5,7, 16,19,22;23:1,3,19; 26:22;27:25;28:20; 29:8,9,11;30:13,23, 23,24;31:1;35:21,22; 37:22;38:3,16;39:16; 45:15,18;52:14;54:6, 8;55:7,15,22;56:20, 22;57:9,10;60:2 <b>ones (7)</b> 6:3;15:15,21; 21:14;25:4;34:17; 55:25 <b>one-time (2)</b> 10:24;14:3 <b>online (2)</b> 8:9;53:25 <b>only (13)</b> 7:9;26:22;28:2; 29:12;35:17;37:21; 48:23;49:4;50:15; 56:18;57:9,9,10 <b>open (2)</b> 11:13;23:2 <b>opened (1)</b> 9:21 <b>opinion (2)</b> 18:11;21:20 <b>opinions (1)</b> 15:21 <b>opportunities (6)</b> 34:25;35:14;36:7, 13;37:1,4 <b>opportunity (1)</b> 35:12 <b>Opposed (4)</b> 3:18;4:24;13:4; 21:20 <b>ordeal (1)</b> 60:6	<b>order (3)</b> 3:3;41:9;49:18 <b>original (1)</b> 22:3 <b>others (1)</b> 20:16 <b>ought (2)</b> 26:10;41:22 <b>ourselves (1)</b> 4:20 <b>out (69)</b> 3:6,10;5:19;7:5,10, 17,21,25;8:6;9:11, 18;10:14;12:6,12; 15:8,17;19:14,21; 20:11;21:21;22:14; 25:12;26:24,25; 27:18,19;28:6,18; 29:5,10,10;32:11; 34:11,20,21;37:12; 38:4,5,9;40:8;41:9; 43:17;44:2,4,20; 45:14;47:14,17; 48:24;49:8,15;50:25; 52:10;54:15;56:7; 57:2,12,22;58:20,24; 59:3,23;60:7,12,18; 61:17;62:4,22,24 <b>outcome (1)</b> 15:7 <b>outdoor (1)</b> 25:16 <b>outlet (1)</b> 24:7 <b>outline (2)</b> 42:3;44:4 <b>over (7)</b> 5:20;25:10,10; 29:21;43:3;55:7; 57:20 <b>own (3)</b> 11:19;17:2;35:9  <b>P</b>  <b>package (3)</b> 32:4,10;57:19 <b>packet (1)</b> 42:23 <b>page (17)</b> 4:9;20:22,23;21:1, 2,10;22:17;30:24; 53:11,18,19,22; 56:22;57:15,23,23, 24 <b>pages (1)</b> 4:7 <b>paid (1)</b> 31:14 <b>pains (1)</b> 14:6 <b>paper (3)</b> 15:3;40:2;55:2
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<b>Parkway (1)</b> 54:6 <b>part (4)</b> 36:16,25;48:19,25 <b>particular (1)</b> 37:3 <b>particularly (1)</b> 56:12 <b>parts (1)</b> 18:16 <b>past (2)</b> 34:17;59:9 <b>patch (1)</b> 17:18 <b>patches (1)</b> 17:19 <b>Patel (52)</b> 3:21;5:2;8:10; 12:10;13:7;18:3; 20:22,24;21:3,6,9, 16;22:19;23:1; 31:12;32:15,21; 34:23;35:15,20;36:5, 8;42:11,18,21,24; 43:14;44:22;45:1,9, 18,23;46:1,4;48:23; 49:4,9,13,22;50:1,9; 59:7,20,24;60:9,12; 61:12,20,25;62:8,13, 18 <b>paying (3)</b> 48:7,8;62:4 <b>peaked (1)</b> 20:20 <b>peel-and-stick (1)</b> 28:13 <b>peer (1)</b> 27:12 <b>Penn (1)</b> 29:25 <b>Pensacola (1)</b> 12:17 <b>people (26)</b> 10:19,20;12:3; 15:10;19:6;25:5,9, 12,18;26:12;27:21; 29:14,22;32:19; 36:13;40:22;41:10; 44:5;45:15;46:22; 48:1,12,23;51:6; 53:12;62:23 <b>percent (12)</b> 5:14,16,17,18,19, 20;6:7,17,18,21; 40:20;51:20 <b>period (1)</b> 5:21 <b>person (3)</b> 19:2;35:15;38:2 <b>personal (1)</b> 41:25 <b>personally (3)</b> 19:12;22:7;50:24	<b>Peterkin (20)</b> 3:22;5:3,24;6:4; 7:25;8:20,23;11:18; 12:4,6,9,12;13:8,10; 17:12;27:21;40:9; 52:4,11,22 <b>phone (6)</b> 41:11;50:25; 53:13;54:2,10;58:15 <b>pick (7)</b> 20:24;22:21;30:7, 13;32:15;48:21; 58:14 <b>picked (4)</b> 22:19,20,20;23:1 <b>picking (1)</b> 11:10 <b>picture (1)</b> 54:6 <b>piece (3)</b> 15:3;18:14;40:2 <b>Pigeon (2)</b> 24:5,6 <b>piggyback (2)</b> 10:12,13 <b>piggybacking (1)</b> 11:5 <b>pitch (1)</b> 62:23 <b>pitching (1)</b> 29:11 <b>place (6)</b> 30:4;35:6;44:15; 45:7,8;57:17 <b>Placement (5)</b> 39:1,2;46:4;48:11, 17 <b>placing (3)</b> 39:7,14;41:17 <b>plan (19)</b> 35:24;36:1,15,15; 43:2;44:12,13,14; 47:3,5;49:18;50:1,4, 5,7,10,13;51:22;52:1 <b>planning (2)</b> 36:16;43:15 <b>plans (1)</b> 36:23 <b>Play (27)</b> 9:19,25;10:4,6,7,9, 25;11:14,15;14:2,11; 16:12;18:4;21:11; 22:8;23:2;25:17; 30:25;31:1,24;32:3, 9;33:2,13;35:20,21; 38:23 <b>playful (4)</b> 24:2;25:15,16; 31:1 <b>playfulness (1)</b> 22:9 <b>playing (3)</b> 11:23;28:16;62:25	<b>Please (1)</b> 57:4 <b>Plus (1)</b> 41:10 <b>point (12)</b> 8:2;9:17;12:22; 24:1;29:13;44:11; 55:22;57:2,4,5; 58:10;62:4 <b>pointy (1)</b> 20:19 <b>pole (1)</b> 55:23 <b>policy (1)</b> 33:20 <b>portion (1)</b> 9:25 <b>position (2)</b> 11:7;51:21 <b>positions (1)</b> 35:3 <b>positive (2)</b> 26:22;33:3 <b>possible (2)</b> 30:22;42:9 <b>potentially (1)</b> 38:1 <b>Pottery (1)</b> 54:8 <b>prefer (2)</b> 16:10;28:19 <b>preference (1)</b> 59:11 <b>preferred (5)</b> 56:24;57:6;58:4,7, 8 <b>prepared (1)</b> 51:19 <b>preprints (1)</b> 60:23 <b>presence (1)</b> 56:17 <b>present (2)</b> 51:1,8 <b>presented (1)</b> 15:6 <b>pressure (1)</b> 27:12 <b>pretty (3)</b> 7:18;26:17;34:16 <b>price (3)</b> 32:5;35:8;54:21 <b>prices (1)</b> 43:5 <b>pricing (1)</b> 35:2 <b>printed (1)</b> 58:22 <b>printing (2)</b> 60:23;61:9 <b>prioritize (1)</b> 41:2 <b>private (1)</b>	27:11 <b>privately (1)</b> 56:14 <b>probably (19)</b> 4:6;7:9;14:17; 16:19;17:5;18:10,11, 17,22;19:1;31:19; 32:19;40:15;45:10; 46:12,13;52:19;55:7; 59:16 <b>problem (4)</b> 27:8;51:16,16,17 <b>problems (1)</b> 11:6 <b>proceed (1)</b> 13:21 <b>process (10)</b> 11:20;15:16;19:9; 32:13;36:25;43:2,22; 44:19;51:7;60:19 <b>produced (3)</b> 10:20;11:1;12:2 <b>Productions (1)</b> 12:11 <b>professional (7)</b> 22:23;23:14; 36:17;37:1;40:22; 41:21;58:3 <b>professionalism (1)</b> 22:12 <b>professor (1)</b> 29:25 <b>project (3)</b> 11:10,11;50:3 <b>projects (1)</b> 9:22 <b>promised (1)</b> 42:18 <b>promote (1)</b> 46:25 <b>properties (3)</b> 6:8,14;34:22 <b>proportions (1)</b> 30:21 <b>proposal (4)</b> 44:5,22,23;45:17 <b>proposals (5)</b> 37:15;42:7;44:3,5, 20 <b>provided (1)</b> 40:18 <b>public (4)</b> 3:5,12,14;56:14 <b>publicity (1)</b> 54:10 <b>pull (3)</b> 7:10,21;61:16 <b>pulled (1)</b> 7:17 <b>pulling (1)</b> 8:6 <b>purchase (1)</b> 35:6	<b>purpose (1)</b> 36:20 <b>put (12)</b> 18:21;26:24,25; 27:16;29:10,10; 30:18;46:23;50:6; 54:21;57:16;63:1 <b>putting (3)</b> 11:21;31:25;56:7 <hr/> <b>Q</b> <hr/> <b>qualified (1)</b> 44:2 <b>quality (2)</b> 22:12;49:13 <b>quantity (2)</b> 59:5;61:10 <b>quick (3)</b> 29:4;49:19;51:6 <b>quicker (1)</b> 42:5 <b>Quintin (1)</b> 15:3 <b>quote (2)</b> 43:1;59:18 <hr/> <b>R</b> <hr/> <b>rafting (1)</b> 28:17 <b>rain (2)</b> 5:22;6:21 <b>raised (1)</b> 55:5 <b>Randy (1)</b> 12:3 <b>range (1)</b> 25:6 <b>rate (1)</b> 33:24 <b>rather (1)</b> 21:19 <b>read (3)</b> 4:8;21:15;37:20 <b>ready (1)</b> 41:5 <b>real (2)</b> 49:19;56:16 <b>realized (1)</b> 9:8 <b>really (28)</b> 4:3;7:23;8:4;10:9, 17;11:12;14:21; 16:21;19:5;22:2; 23:18;26:6;29:10,20; 30:2;31:6;32:5,23; 37:11,21;44:7;46:2; 47:2;48:20;49:2; 56:4,9,17 <b>reappointment (1)</b> 33:23 <b>reason (5)</b>
--	---	--	---	---



23:1;26:3;35:5; 41:16;45:15 <b>reasons (1)</b> 46:24 <b>receive (1)</b> 9:2 <b>received (1)</b> 15:9 <b>recently (1)</b> 61:21 <b>reciprocal (1)</b> 57:11 <b>recommendations (1)</b> 19:6 <b>recommended (1)</b> 25:5 <b>record (1)</b> 3:24 <b>recording (1)</b> 11:21 <b>rectangle (2)</b> 19:20,22 <b>rectangular (2)</b> 19:18;21:25 <b>referring (1)</b> 33:12 <b>refresh (1)</b> 25:24 <b>regular (1)</b> 19:22 <b>reigns (1)</b> 46:8 <b>remainder (1)</b> 49:17 <b>remember (2)</b> 34:21;59:20 <b>reminder (1)</b> 14:24 <b>rentals (1)</b> 5:25 <b>replace (1)</b> 49:10 <b>replacing (2)</b> 26:5;39:15 <b>report (9)</b> 5:7;9:1;12:21,24; 13:3;33:18;34:11; 53:5;54:2 <b>reported (1)</b> 9:7 <b>REPORTER (2)</b> 4:17,22 <b>reporting (3)</b> 6:6,6;9:6 <b>represent (2)</b> 45:20,21 <b>representative (2)</b> 22:8,25 <b>represents (1)</b> 6:14 <b>reprint (4)</b> 59:4;60:3;61:10, 16	<b>request (2)</b> 44:4;45:17 <b>requests (2)</b> 37:15;44:20 <b>require (1)</b> 27:19 <b>research (1)</b> 19:7 <b>residency (1)</b> 45:19 <b>respond (1)</b> 30:10 <b>responsible (2)</b> 40:3,4 <b>restaurants (1)</b> 33:1 <b>restrictions (1)</b> 32:19 <b>retail (1)</b> 35:1 <b>rethinking (1)</b> 60:16 <b>revenue (1)</b> 5:12 <b>revenues (2)</b> 5:7;9:4 <b>rice (1)</b> 41:12 <b>rid (1)</b> 57:15 <b>Ridge (1)</b> 54:6 <b>right (40)</b> 3:16,23;4:24;6:8, 18;9:15;12:9;14:7, 24;15:5;16:14; 17:25;18:13;22:11, 17,18;23:3,9,20,25; 26:20;31:16,21,22, 23;35:17;36:16; 37:25;40:19;42:5,6; 44:12,17;45:5;49:1; 51:3;52:5,21;53:3; 57:9 <b>right-hand (1)</b> 22:16 <b>rights (2)</b> 32:16,16 <b>River (1)</b> 63:3 <b>road (4)</b> 9:23;13:16;20:4; 61:19 <b>Robert (5)</b> 3:21;4:20;5:2; 13:7;34:2 <b>Robert's (1)</b> 29:13 <b>rod (1)</b> 25:21 <b>rolling (2)</b> 32:11,14 <b>rooms (2)</b>	6:13;7:12 <b>round (2)</b> 17:18;34:6 <b>rules (1)</b> 58:8 <b>run (5)</b> 4:1;55:15;58:24; 59:3;61:17 <b>running (1)</b> 47:25 <b>rush (2)</b> 43:23;51:13  <b>S</b>  <b>salutations (1)</b> 32:8 <b>same (9)</b> 5:20;15:2;29:19, 19;31:5;32:22;48:4; 49:15;60:15 <b>sat (2)</b> 43:12;46:24 <b>Saturday (1)</b> 62:21 <b>save (1)</b> 17:8 <b>saw (2)</b> 11:13;45:9 <b>saying (14)</b> 8:12;11:22;18:22; 19:21;25:7,13;40:5; 44:6,11;47:1,3,4; 49:2;50:10 <b>scared (1)</b> 24:14 <b>schedule (2)</b> 34:12;52:8 <b>scheme (1)</b> 11:9 <b>school (1)</b> 8:20 <b>scope (1)</b> 43:1 <b>scouting (1)</b> 17:2 <b>seal-looking (1)</b> 30:25 <b>searched (1)</b> 38:5 <b>Searching (3)</b> 36:5,6,9 <b>season (9)</b> 7:19;8:24;43:22; 44:12,14;51:14,14, 15,20 <b>Second (10)</b> 3:15,18;4:15,16, 23;13:1,2;15:14; 52:25;53:11 <b>section (1)</b> 57:1 <b>seeing (4)</b>	15:4;28:14;43:23; 44:1 <b>seems (3)</b> 15:23;26:17;48:6 <b>select (4)</b> 16:7,15;38:16; 39:16 <b>sell (1)</b> 17:18 <b>Send (7)</b> 27:18,19;29:5; 34:11;44:4;52:15,15 <b>Senior (1)</b> 46:13 <b>sense (3)</b> 11:9;51:12,13 <b>sensitive (2)</b> 50:2,3 <b>sent (8)</b> 3:6;34:20,21; 42:22;45:14;47:17; 53:6;60:18 <b>September (1)</b> 41:5 <b>serve (1)</b> 62:9 <b>services (1)</b> 43:1 <b>set (2)</b> 19:6;50:9 <b>seven (6)</b> 6:7,18,21;7:22; 20:22;21:3 <b>several (1)</b> 14:15 <b>shadow (1)</b> 54:6 <b>shake (1)</b> 51:10 <b>shape (2)</b> 20:2;21:25 <b>share (2)</b> 11:4;14:18 <b>shifted (1)</b> 15:11 <b>shifting (2)</b> 39:22;43:2 <b>Short (2)</b> 38:14,15 <b>short-term (1)</b> 55:22 <b>shot (1)</b> 10:24 <b>showed (2)</b> 29:22,24 <b>side (3)</b> 30:19,19;48:25 <b>sides (1)</b> 21:11 <b>sign (1)</b> 55:12 <b>significant (1)</b> 6:22	<b>significantly (1)</b> 8:19 <b>similar (2)</b> 25:16;43:6 <b>single (2)</b> 25:25;62:2 <b>site (1)</b> 57:15 <b>sitting (2)</b> 48:7;51:9 <b>six (9)</b> 5:14;14:18;15:10; 16:19;22:16,17; 34:12;37:18;59:3 <b>sixth (1)</b> 21:10 <b>size (6)</b> 24:19;29:19; 30:16,16,18;31:5 <b>sleep (1)</b> 26:25 <b>slightly (1)</b> 38:6 <b>small (1)</b> 59:5 <b>Smaller (1)</b> 24:19 <b>Smoky (1)</b> 20:17 <b>somebody (17)</b> 14:9,22;16:2;20:2; 23:17;38:11;40:20, 23,25;41:6;43:16; 47:3,4,17;50:20; 52:15;62:14 <b>someone (2)</b> 28:16;46:8 <b>somewhere (1)</b> 26:4 <b>soon (1)</b> 5:10 <b>sophisticated (1)</b> 23:24 <b>sorry (9)</b> 3:25;4:17,19; 20:23;22:19;39:18; 56:22;58:18;61:19 <b>Sort (3)</b> 20:24;23:23;32:10 <b>sound (1)</b> 10:3 <b>Sounds (3)</b> 13:13;26:19;36:14 <b>soup (1)</b> 42:23 <b>south (1)</b> 47:16 <b>Southern (3)</b> 22:11;46:21;48:13 <b>speak (1)</b> 43:24 <b>SPEAKER (2)</b> 3:13,15
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		T		
<b>specific (3)</b> 43:3;44:21,25	<b>straight (1)</b> 55:15		10:9,17;11:12;19:19; 20:8;21:25;28:7; 30:1,9;31:10;37:20; 55:22	46:23
<b>speed (1)</b> 39:21	<b>stream (1)</b> 25:23	<b>table (1)</b> 14:17	<b>thoughts (1)</b> 51:2	<b>tried (2)</b> 56:14;58:12
<b>Spiro (33)</b> 3:22;4:4;5:3;8:12, 16:12;11:13;8; 14:18;15:1;28:1,10, 19:34;13:39;4,7; 53:3,4;54:17;55:4, 20:58;23:59;3,11,15, 18,22,25;60:4,13,18, 23;61:8,24	<b>street (3)</b> 14:7;44:6;53:9	<b>tag (1)</b> 31:25	<b>thousand (1)</b> 62:23	<b>trigger (1)</b> 61:16
<b>spring (5)</b> 43:20;51:16,19,21; 52:2	<b>streets (2)</b> 10:14;17:8	<b>tail (1)</b> 19:4	<b>three (8)</b> 15:10;16:22; 37:22;38:16;45:5,13; 57:20;58:1	<b>trip (2)</b> 10:17;35:4
<b>stack (1)</b> 41:1	<b>structure (2)</b> 40:14,16	<b>talk (3)</b> 9:16;50:25;58:15	<b>throwing (2)</b> 20:11;62:22	<b>Triple (3)</b> 35:11,19;58:1
<b>stacked (1)</b> 21:15	<b>struggling (1)</b> 40:15	<b>talked (7)</b> 14:1;22:9;25:2,5; 45:6;57:20;61:21	<b>tied (2)</b> 45:19;52:25	<b>trouble (1)</b> 55:21
<b>stalemate (1)</b> 48:6	<b>stuff (24)</b> 10:5;12:16;14:6; 24:7;25:13;32:6; 34:8;41:1;42:2,4,16; 43:4;45:19;48:1; 51:18;52:13;54:15, 21;55:2,14;56:8,15; 60:17;61:4	<b>talking (11)</b> 20:6;22:15;23:7; 24:8;36:20;37:4; 42:13;43:14;46:20; 49:15,23	<b>times (4)</b> 8:13;24:19;34:15; 57:20	<b>trout (2)</b> 25:22;57:25
<b>stand (1)</b> 9:11	<b>subcommittee (1)</b> 40:10	<b>talks (1)</b> 58:12	<b>Tinman (1)</b> 12:11	<b>true (2)</b> 7:1;31:15
<b>standpoint (1)</b> 11:25	<b>subcommittees (1)</b> 40:1	<b>tally (2)</b> 26:10;27:13	<b>today (4)</b> 26:12,13;42:12; 54:25	<b>try (6)</b> 28:3;33:19;47:8; 52:6;58:13;62:2
<b>stands (2)</b> 19:21;21:21	<b>submitted (1)</b> 12:24	<b>Tampa (1)</b> 55:2	<b>together (4)</b> 9:24;11:21;30:18; 33:19	<b>trying (10)</b> 19:8;28:21;34:4, 24;38:12;46:25; 48:21;49:5;55:10; 57:12
<b>start (7)</b> 3:11;18:23;31:25; 32:10,13;41:4;43:15	<b>subsections (1)</b> 56:19	<b>target (3)</b> 23:11;24:16;29:16	<b>told (2)</b> 13:21;28:2	<b>T-shirt (1)</b> 55:25
<b>started (3)</b> 13:16;25:7;45:7	<b>subtle (1)</b> 22:8	<b>tax (1)</b> 9:2	<b>took (2)</b> 5:14;11:7	<b>TTA (1)</b> 46:11
<b>starting (2)</b> 9:1;41:19	<b>success (1)</b> 55:1	<b>TBA (1)</b> 14:6	<b>top (2)</b> 21:14;23:2	<b>TV (2)</b> 10:24;11:1
<b>State (6)</b> 29:25;37:23; 45:22;48:3;53:6; 59:15	<b>successful (1)</b> 48:5	<b>TDA (10)</b> 9:17;40:9,21; 41:19;51:25;56:11; 58:6;61:8;62:1,2	<b>totally (2)</b> 11:24;47:14	<b>twist (1)</b> 32:19
<b>stay (3)</b> 18:18;35:20,21	<b>suggest (1)</b> 18:9	<b>teeny (1)</b> 23:24	<b>totals (2)</b> 53:5,7	<b>two (30)</b> 9:24;12:3;15:10; 16:22;20:24;22:20, 21,21;26:19,23;27:1, 5,13;28:1,19;31:2,7; 37:18,22;42:18;45:5; 52:7,8;54:5;55:24; 56:5;57:9,15,20;58:1
<b>steam (1)</b> 10:10	<b>summer (1)</b> 24:12	<b>telling (2)</b> 13:12;51:12	<b>tourist (1)</b> 29:16	<b>type (2)</b> 40:10;48:4
<b>steers (1)</b> 16:6	<b>supplied (1)</b> 28:23	<b>ten (3)</b> 6:17;24:18;51:5	<b>Tourists (2)</b> 62:21,22	<b>types (1)</b> 47:7
<b>stenographer (1)</b> 4:2	<b>supplies (1)</b> 59:2	<b>ten-year (1)</b> 50:7	<b>Town's (1)</b> 39:14	
<b>Stephanie (3)</b> 3:25;27:22;54:24	<b>supposed (2)</b> 10:4;45:2	<b>terribly (1)</b> 37:6	<b>track (1)</b> 36:12	<b>U</b>
<b>stick (4)</b> 28:12;41:15,25; 49:9	<b>sure (9)</b> 13:19;23:14; 33:21;36:17;40:19; 42:15;52:18;56:4; 60:19	<b>terrific (1)</b> 53:25	<b>trade (1)</b> 15:3	<b>ultimately (1)</b> 16:13
<b>sticker (3)</b> 17:17;19:22,22	<b>Swain (2)</b> 57:16,17	<b>Texas (1)</b> 33:9	<b>trademark (1)</b> 10:15	<b>unbiased (1)</b> 29:11
<b>stiff (1)</b> 25:8	<b>swap (1)</b> 12:14	<b>Thanks (2)</b> 4:6;13:9	<b>trademarking (1)</b> 13:22	<b>under (4)</b> 40:9;47:4,5;59:1
<b>still (5)</b> 5:20;9:8;18:4; 31:20;54:18	<b>switch (1)</b> 38:9	<b>thinking (7)</b> 9:18;19:19;20:3; 22:14;39:12;46:15; 52:16	<b>trail (9)</b> 53:15,16,17;54:3, 4,5;55:9;57:10;60:15	<b>underneath (1)</b> 57:1
<b>stories (1)</b> 12:16	<b>swoosh (1)</b> 31:12	<b>thorough (2)</b> 4:10,11	<b>Transylvania (2)</b> 9:17;14:11	<b>unfortunately (2)</b> 16:20;34:10
<b>story (1)</b> 54:5	<b>Sylva (2)</b> 8:9;53:9	<b>though (2)</b> 22:18;23:6	<b>Travel (1)</b> 54:6	<b>UNIDENTIFIED (2)</b> 3:13,15
		<b>thought (16)</b> 3:8,25;4:2;9:20;	<b>Treading (1)</b> 43:11	<b>units (1)</b> 6:4
			<b>tremendous (1)</b>	<b>unless (3)</b> 29:15;47:2,13
				<b>unrelated (1)</b>

In the matter of: Jackson County Tourism Development v

11:25 <b>up (38)</b> 4:22;5:5;8:11; 11:18,24;15:15; 16:16,24;19:1;23:19; 25:10,25;27:2;32:4; 37:9;39:20;40:13; 44:6;46:22;47:22; 52:4,10,14,15,15; 54:13;55:1,9,9,11,11, 12,16;56:18,22; 58:14;61:20;62:7 <b>upcoming (1)</b> 50:13 <b>update (1)</b> 41:3 <b>upon (1)</b> 44:12 <b>urgency (1)</b> 43:23 <b>use (9)</b> 17:12,14,15;18:14; 25:16;32:7,16;33:12; 38:23 <b>using (1)</b> 10:2 <b>utilize (1)</b> 17:20	26:25;27:1,11,22; 38:21 <b>voted (3)</b> 3:19;4:25;13:5 <b>voting (2)</b> 14:21,23  <b>W</b>  <b>Wait (2)</b> 15:1;26:18 <b>walk (1)</b> 29:14 <b>walking (1)</b> 29:14 <b>wants (1)</b> 38:13 <b>WARE (9)</b> 55:21;57:5,9; 58:11,16,18;62:6,10, 14 <b>watched (2)</b> 11:17;34:9 <b>water (1)</b> 43:11 <b>Waters (1)</b> 57:25 <b>way (9)</b> 6:5,10;7:5;14:20; 15:17,18;19:11; 44:10;56:1 <b>website (4)</b> 41:4;53:7;54:3; 62:15 <b>week (2)</b> 52:12;61:22 <b>weekend (1)</b> 52:12 <b>weekends (1)</b> 8:22 <b>weeks (7)</b> 8:12,14;16:20; 42:16;52:7,9;59:4 <b>Welcome (2)</b> 3:4;59:16 <b>welcoming (1)</b> 11:2 <b>weren't (3)</b> 42:13;62:1,8 <b>Western (2)</b> 20:12;48:25 <b>What's (7)</b> 7:1;18:2;28:22; 43:24;46:19;49:1; 59:13 <b>whenever (1)</b> 38:24 <b>Where's (1)</b> 21:1 <b>Whereupon (1)</b> 63:8 <b>wherever (2)</b> 23:4;32:7	<b>whichever (2)</b> 20:24;22:20 <b>white (2)</b> 29:19;41:12 <b>whittle (2)</b> 15:17;37:18 <b>whole (8)</b> 16:5;26:18;27:1; 37:10;44:24;56:21; 61:8,24 <b>who's (3)</b> 23:11,19;39:6 <b>wide (1)</b> 25:17 <b>willing (1)</b> 46:5 <b>window (1)</b> 51:6 <b>winter (2)</b> 11:3;43:19 <b>withdraw (1)</b> 52:24 <b>within (1)</b> 33:6 <b>without (5)</b> 5:14;6:15;50:20; 52:25;60:3 <b>wonderful (2)</b> 53:24;54:5 <b>wondering (2)</b> 8:8;9:10 <b>words (4)</b> 31:24;33:2;35:4; 36:10 <b>work (10)</b> 17:20;31:19; 36:15,15;38:18; 48:16;49:14;53:18; 59:7,10 <b>worked (2)</b> 34:17;37:23 <b>working (4)</b> 9:9;16:2;47:25; 54:18 <b>Works (2)</b> 27:15;37:5 <b>world (2)</b> 13:14;35:5 <b>worried (1)</b> 11:8 <b>worry (2)</b> 11:11;27:12 <b>worth (1)</b> 15:22 <b>worthwhile (1)</b> 31:17 <b>write (2)</b> 13:25;43:1 <b>write-ins (2)</b> 27:3,4 <b>writing (3)</b> 13:15,18;44:24 <b>written (1)</b>	55:1 <b>wrong (1)</b> 9:7  <b>Y</b>  <b>y'all (4)</b> 3:11;4:8;15:4; 60:14 <b>year (20)</b> 5:21;6:6,7,20; 7:18;8:6,7;41:15; 43:17,20;49:11,21; 50:3,7,9,14;53:5; 55:7,8;56:11 <b>years (10)</b> 35:11,12;36:1,1; 46:11,16,16,18; 48:14;57:21 <b>Yesterday (2)</b> 9:16;53:17 <b>younger (1)</b> 56:3  <b>1</b>  <b>1,139 (1)</b> 53:12 <b>12 (1)</b> 5:15 <b>13 (2)</b> 5:16;53:5 <b>131 (1)</b> 6:3 <b>140 (1)</b> 6:3 <b>15 (3)</b> 36:1;46:11;60:13 <b>15,000 (1)</b> 59:16 <b>17th (1)</b> 3:8 <b>1st (1)</b> 41:6  <b>2</b>  <b>2,424 (1)</b> 53:16 <b>2:27 (1)</b> 63:8 <b>20 (2)</b> 6:18;36:1 <b>20,000 (2)</b> 59:20;60:13 <b>2014 (2)</b> 43:14;50:7 <b>236,422.25 (1)</b> 5:17 <b>250,000-plus (1)</b> 53:7 <b>26th (1)</b> 3:6	<b>28 (1)</b> 6:17  <b>3</b>  <b>3,514 (1)</b> 53:10 <b>30 (1)</b> 46:16 <b>300 (1)</b> 55:6 <b>30s (1)</b> 25:6 <b>30-second (3)</b> 10:24;14:2,8 <b>30th (1)</b> 5:9 <b>31st (1)</b> 5:9 <b>33,500 (1)</b> 53:7 <b>3K (2)</b> 55:13,15  <b>4</b>  <b>4,075 (1)</b> 53:22 <b>40 (1)</b> 46:16 <b>40s (1)</b> 25:6 <b>42.72 (1)</b> 5:18 <b>4-H (1)</b> 24:13  <b>5</b>  <b>50 (1)</b> 25:6 <b>54 (1)</b> 4:7 <b>55 (1)</b> 46:18  <b>6</b>  <b>6 (1)</b> 63:6  <b>7</b>  <b>7.04 (1)</b> 5:20  <b>8</b>  <b>8,345 (1)</b> 53:9  <b>9</b>
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9,400-some-odd (1)  
59:21