



## CHEROKEE VILLAGE ADVERTISING AND PROMOTION COMMISSION Meeting Minutes Thursday February 27, 2024

Commissioners Present: Rhodes, Decker, R Smith, Steen and Walton in person, Rowland via phone. John Norberg and Amanda Smith, CVA&P Marketing Coordinator also present.

Meeting called to order by Rhodes (3:00 pm)

**Minutes:** January 25, 2024 minutes accepted as written. R Smith, Steen

**Financials:** Current financial report approved. R Smith, Walton

### Old Business:

2024 Solar Eclipse Festival: Still working on sponsors. Flyer will be finished next week. Ozark Gateway Tourist Council matching FB posts & Google ads. 6 4x8 eclipse banners will be put up next week also. Weekly calls going well. No monthly eclipse meeting in March. KAIT interview 2 weeks before Festival and they will be set up during the eclipse. Printed tickets available at King-Rhodes and CV city hall. CV city council passed 3 eclipse requests: close Santee Dr; use city parking lot for paid parking and close CV city hall April 8. Eclipse is exempt from special events state tax. Rhodes looking at event insurance quotes to cover the festival CV Facebook pages let non-eclipse people know to stock up on supplies, gas, etc. before weekend.

AIRBNB/VRBO rental tax collection: Owner database/contact list update in progress.

Grant from CREATE BRIDGES: Nothing new on Voyage update.

Website updates: over 2K visitors to our website in the last 30 days. Offer lodging owners and restaurant workers discount off weekend passes.

Vacant Commissioner Position no update-tabled until after the Eclipse Festival.

Wedding Expo: Good exposure especially for Pie Fest.

Thunder on Thunderbird July 4 working on fireworks proposals

### New Business:

NONE

### Community Calendar

Mar 23 Village Pride roadside clean-up

Apr 6-8, 2024 Total Solar Eclipse Festival-CV

Apr 27, 2024 Pie Fest & 5K Pie Race

May-ACNA Music in May Thursday evenings

May 25-July 27-Spring River Farmer's Market

July 4-Thunder on Thunderbird

Dec 2-Christmas in the Village

**Next Meeting:** Thursday March 28, 2024 at 3 p.m.

Meeting Adjourned at 4:35 p.m. R Smith, Decker

Respectfully submitted by:

Julie Decker

Minutes approved by A&P Commission \_\_\_\_\_ (date)