



**CHEROKEE VILLAGE ADVERTISING AND PROMOTION COMMISSION**  
**Special Meeting Minutes Friday May 10, 2024**

Commissioners Present: Rhodes, Decker, Steen, Walton, and R Smith in person, Rowland via phone. John Norberg, Kelly Harrison and other guests also present.

Meeting called to order by Rhodes (3:03 pm)

**2024 Solar Eclipse Festival Report & Financial Statement/Executive Summary:** Rhodes presented a draft report and comprehensive financial statement to the Commission. Discussed take-aways from the 3 day event, including no 3 day events, advertising on the National Eclipse website had over 7 million views and definitely brought visitors to Cherokee Village. The report will be produced in a booklet format once approved and will also be available on our website. Rob Smith moved to approve the Solar Eclipse Festival Report, seconded by Eileen Walton, motion passed.

The financial statement included “in kind” donations and returns after the Festival. Rob Smith moved to approve the Financial Statement/Executive Summary, seconded by Julie Decker, motion passed.

Rhodes presented a revised budget showing actual Festival costs and adjustments. Fourth of July was cut from \$15,000 to \$11,500, social media was cut from \$4,500 to \$500, Stationery, business cards, misc banners/signs were cut from \$500 each to \$250 each and the CV welcome center was cut out completely. Rhodes explained that the budget can be revised at any time during the year. Eileen Walton moved to approve the revised budget, seconded by Rob Smith, motion passed.

**Next Meeting:** Thursday May 23, 2024 at 3 p.m.

Meeting Adjourned at 4:03 p.m. Decker, R Smith

Respectfully submitted by:

Julie Decker

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