

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, March 13, 2013 - 3:00PM

MINUTES

Members Present: Steve Chandler, Mike Dunn, Les Broussard, Kacy Crabtree and Phillip Dean

Staff Present: Nancy Owen, Steve Smith and Rick Owen

Chairman Chandler called the meeting to order at 3:00pm. A quorum was present for the meeting.

This meeting was called to discuss a marketing proposal put together by the Banner Elk Chamber of Commerce. Richard McGuire, President of the BECC came before the board with a request of \$24,500 to help launch a massive marketing campaign to increase tourism to Banner Elk. A group of chamber members have been meeting and working on this marketing proposal. The chamber is contracting with a company that sends email blasts to thousands of interested parties. The money would also go towards the chamber hiring an employee to help manage the campaign. Mr. McGuire told the board anyone who is a chamber member and interested in helping to prepare the information for the email blast is more than welcome too. The chamber stands to make no money from their marketing effort; they just want to help increase tourism to Banner Elk. The TDA board would like to know if they person hired will be working in the BECC office. Mr. McGuire stated it is not known at this time how that will work out yet. The board does not want their money going to staff a full time chamber person who just works at the chamber. The board feels a volunteer needs to be present also, when the marketing director is hired. Chairman Chandler called for a motion to fund the Banner Elk Chamber of Commerce marketing program. Mike Dunn made a motion to fund \$24,500 for the BECC marketing program, to promote tourism and traffic in Banner Elk. Kacy Crabtree seconded the motion. The vote was unanimous and the motion carried.

Chairman Chandler asked the board if they wanted to continue advertising in the Summer Times magazine. The board agreed they would like to continue, but wanted to change up the current ad. Les Broussard is going to work up a new ad. Mike Dunn made a motion to place a full page color ad in the Summer Times magazine. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Chairman Chandler also reminded the board of their 3 month commitment to advertise on The Banner Daily, a local online news source run by Ron Johnson. The cost to advertise on this site is \$300/month. Phillip Dean made a motion to pay \$300 now for this past months advertising, with an addition \$600 to be paid for the next 2 months for a total of \$900. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

The board talked about having rack cards made that advertise Banner Elk. These would be placed in brochure stands throughout the Southeast. Phillip Dean is going to look into the card program and cost and will report back to the board with his findings.

With no further business, Mike Dunn made a motion to adjourn. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,

Nancy Owen