

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, November 9, 2022, 3:30 pm

## MINUTES

Members Present: Mike Dunn, Shannon Maness, and Lauren Foster

Staff Present: Rick Owen, Nancy Owen

Chairman Dunn called the meeting to order at 3:30pm

Shannon Maness made a motion to approve the agenda as stated. Lauren Foster seconded the motion. The vote was unanimous and the motion carried.

Lauren Foster made a motion to approve the minutes of the April & June 2022 meetings as submitted. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

Rick Owen gave the financial report. He reported that collections were still up and we have a very healthy fund balance.

### New Business

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. Website traffic is down but is still up before Covid. Craig reported that we need to start thinking about doing an update to the website. The original site was launched in 2015. Craig and Nancy will be working on it. He also reported we are hitting our target markets quite well. Overall, he is pleased with the Google Analytics reports.

Nancy Owen asked for \$20,000 to replace old snowflakes. We have replaced half and need to replace the other half. Shannon Maness made a motion to approve up to \$20,000 for new snowflakes. Lauren Foster seconded the motion. The vote was unanimous, and the motion carried.

Rick Owen asked for \$5000 sponsorship money from the TDA for the Historic Banner Elk School Golf Tournament. Shannon Maness made a motion to grant \$5000. Lauren Foster seconded the motion. The vote was unanimous, and the motion carried.

### Grant Request

Williams YMCA of Avery County came before the board asking for \$500 to help with the 5K Reindeer Run. The run is part of Small Town Christmas. Lauren Foster made a motion to grant \$500. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

Dave Tate with The Banner Elk Chamber of Commerce came before the Board asking for \$1150 to help with Small Town Christmas. This money will help with the train rental and luminaries. Shannon Maness made a motion to approve \$1150. Lauren Foster seconded the motion. The vote was unanimous, and the motion carried. David had a second request of \$2400 to purchase a carved bear from Keely Sisco who bought it from the Sugar Mountain TDA. The Village of

Sugar Mountain would not allow the bear. He would like the bear to go in front of the Chamber of Commerce building. He believes it will bring visitors into the building. The discussion was tabled to talk with the Town Attorney and Bank (who owns the property) about accident liability, cost, lease from bank).

With no further business, Shannon Maness made a motion to adjourn the meeting. Lauren Foster seconded the motion. The vote was unanimous, and the motion carried.

Respectfully Submitted,

Nancy Owen