

BANNER ELK TOURISM DEVELOPMENT AUTHORITY
THURSDAY, 15 APRIL 2010
MINUTES

Members Present: Les Broussard, Steve Chandler, Scott McKinney, Stephanie White

Staff Present: Steve Smith, Nancy Owen, John Mejaski

Others Present: Roy Krege, Jim Swinkola, Doug Owen, Don Iverson, Sue Freeman,
Mary Elder Frisbee, Canny Brown

Chairman Chandler called the meeting to order at 4:03 PM. A quorum was present for the meeting. Board Member Mike Dunn was absent. Chairman Chandler moved Roy Krege up on the agenda, due to Mr. Krege having to leave early. Scott McKinney made a motion to accept the agenda. Les Broussard seconded. The vote was unanimous and the agenda was accepted as amended.

Consideration of the January 2010 Minutes

With no changes noted, Scott McKinney moved to approve the minutes as submitted. Stephanie White seconded. The vote was unanimous and the motion carried.

Financial Report

Town Finance Officer Steve Smith gave the board an update on the financial report. He reported on checks written in the past three months and gave the balance. Chairman Chandler added that March collections will be above \$8000 which is excellent. The financial report is attached for review.

Summer Theater

Roy Krege was present to speak to this request. At the January meeting LMC Summer Theater had requested \$6000. Mr. Krege asked the board for an additional \$4000 to make an even \$10,000 donation from the TDA. The board approved the \$6000 at the January meeting and tabled the \$4000 request. Mr. Krege was asking for the board to consider the \$4000 request. Funding to the Summer Theater was cut and now only one show will be presented. The show is Ragtime and will run more shows this summer than usual.

At this point Chairman Chandler wanted to hold the vote until the end of the meeting.

Sidewalk Project Update

Town Manager John Mejaski gave an update on the sidewalks. He stated that the portion of sidewalk leading towards Zuzda's is 90% complete. The other leg of the sidewalk

project is moving toward a legal process with homeowners who are holding out. Manager Mejaski stated he has asked Eggers Construction to possible work on this project in two phases. He is waiting to hear back from them on this. The new streetlights will ship May 28th. Ten streetlights were ordered and the board can decide if they want to sell any. Chairman Chandler asked Manager Mejaski if it was possible to get sidewalks from the Art Cellar to the Best Western with a pedestrian crossing at Dobbins Road. Manager Mejaski stated he would ask DOT about this possibility.

Regional Branding Meeting

Stephanie White attended the Outdoor Recreation Summit in Boone, NC put on by the Watauga County TDA. The purpose of this summit was to inform the local people of the TDA's desire to make Watauga County one of the top ten outdoor rec destinations in the country. Mrs. White thinks the Banner Elk TDA needs to support this project and help out anyway they can. Chairman Chandler asked what they needed from us. Mrs. White said just to be involved with the process and let them know they have our support.

General Discussion by Board

Chairman Chandler started discussion by asking if the board was pleased with the way things are going. He stated the Town has the infrastructure and now we need to advertise. Scott McKinney reported the legislature is working on continuing the existing distribution of the 2/3 1/3 law. Stephanie White expressed that she would like to see the TDA start focusing on the "Big Picture" and not just Banner Elk. She would like to expand the advertising to include the whole area, not just Banner Elk. Chairman Chandler reminded everyone the Centennial is coming up next year and we need to start focusing on it. Manager Mejaski told the board of promotional items he would have available soon, that would be announcing the upcoming Centennial.

Budget Discussion

Financial Officer Steve Smith introduced the 2010/2011 budge ordinance. Les Broussard made a motion to accept the budget ordinance. Stephanie White seconded. The vote was unanimous and the motion carried.

Advertising

Chairman Chandler stated that Mike Dunn is working on adjusting the map that is used in the ads. The old ad was placed in the Summer Times, but will be updated for the Fall/Winter Times. Babette McAuliffe dropped off several copies of Carolina Mountain Life Magazine for the board to look over. She also left a rate sheet and other information. Chairman Chandler stated he thinks the TDA should be advertising in it, and asked for a commitment to advertise in the next four issues. He asked for the board to approve a \$500 expenditure for the next 4 issues, which would cost \$2000. Scott McKinney made a motion to commit to four issues. Les Broussard seconded. The vote was unanimous and the motion carried. Discussion was also had on placing an ad in the

Autumn Times, which is produced by the Mountain Times. It was decided to move forward with an ad. Scott McKinney made a motion to place an ad in the Autumn Times. Les Broussard seconded. The vote was unanimous and the motion carried. Chairman Chandler at this time introduced Don Iverson, who Mr. Chandler had asked to come to the meeting to discuss his billboards. Mr. Iverson has a billboard available for rent on Hwy 105 S coming into Banner Elk. The cost to rent the billboard is \$475/month with a 12 month agreement. There is also a charge of \$485 to print & install the billboard. This would make the total \$6185.00 for a year lease. The billboard is two sided with Beech Mountain having the other side. Discussion was had and Scott McKinney made a motion to lease the billboard for 12 months. Stephanie White seconded. The vote was unanimous and the motion carried.

Funding Requests

Greater Banner Elk Heritage Foundation

Cinny Brown was present to speak on behalf of the GBEHF for a funding request. The request is for \$5000 for advertising. The money would help place ads in media publications, rack cards and membership cards.

Wildcat Lake

Jim Swinkola of the Edgar Tufts Memorial Association was present to request monies to help with operating funds for Wildcat Lake. The ETMA is rebuilding their endowment after putting in a new dam. He is requesting \$10,000. Mr. Swinkola also asked the board to think about the possibility of a multi-year agreement/grant with the TDA and ETMA to help rebuild the endowment.

Town of Banner Elk

Town Manager John Mejaski spoke on behalf of the Town, and asked the board to re-approve the \$1500 that was approved in February 2009, but never used. This money was to go towards the purchase of an inflatable bounce house. Mr. Mejaski is asking for an additional \$500 for a total of \$2000. Mr. Mejaski is also requesting \$5000 to get the ball rolling on the Centennial Celebration that the Town will be having in 2011. Mr. Mejaski stated that \$2500 would go towards promotional items and \$2500 towards advertising for Centennial Ads.

Avery County Chamber

Ms. Sue Freeman was present on behalf of the Avery Chamber to speak of this request. Ms. Freeman told the board Avery County is also celebrating their Centennial in 2011. She is requesting \$5000 in funding to update the website and operating needs.

At this point Chairman Chandler added Doug Owen of Cycle for Life to the agenda.

Cycle for Life

Doug Owen of Cycle for Life was present to request funds for an upcoming bike race he is putting on. Mr. Owen is requesting \$3000. He is hoping to attract some big name riders and to do that you need a big purse and money to use on advertising to get the word out early. Mr. Owen also stated that proceeds from the race will go to Grandfather Home for Children.

After all the funding requests had been heard, Chairman Chandler asked for any additional comments. Scott McKinney stated it was roughly \$37,000 in requests, including the billboard and Carolina Mtn. Life. Mr. McKinney asked about giving delayed payments. This would mean giving half the payments now and the other half in July. Mr. McKinney also brought up only giving \$2500 to Mr. Owen of Cycle for Life for advertising instead of the full \$3000. The board all liked his idea of the split payment. Les Broussard made a motion to approve all requests. Scott McKinney seconded. The vote was unanimous and the motion carried.

With no further business, Stephanie White moved to adjourn. Les Broussard seconded. The vote was unanimous and the motion carried.

Respectfully Submitted,
Nancy Owen