

BANNER ELK TOURISM DEVELOPMENT AUTHORITY  
Thursday January 20, 2010  
MINUTES

Members Present: Steve Chandler, Mike Dunn, Les Broussard, Stephanie White and Kasy Crabtree

Staff Present: Nancy Owen, Steve Smith

Chairman Chandler called the meeting to order at 4:00. A quorum was present for the meeting. Mike Dunn made a motion to approve the agenda. Stephanie White seconded. The vote was unanimous and the agenda was accepted.

Consideration of the October 2010 Minutes

With no changes noted, Mike Dunn made a motion to approve the minutes as submitted. Stephanie White seconded. The vote was unanimous and the motion carried.

**Financial Report**

Steve Smith, Finance Officer, gave a financial report update. He pointed out the board the \$10,000 from the Boy Scouts was returned. The collected money has now switched with capitol and infrastructure improvements coming out of the one-third and promotion/advertising coming out of the two-thirds. Mr. Smith also gave everyone a copy of the FY 09/10 audit report.

**Funding Request**

Janet Speer, representing Lees McRae College Summer Theatre Program, came before the board with a request of \$10,000. The money would go to help fund a third show this summer for Summer Theatre. Mrs. Speer is also going to be asking the Town of Banner Elk to donate \$10,000. If she can raise \$20,000 the third production would be Sound of Music and Mrs. Speer would like to incorporate this somehow with the Town's Centennial coming up. Chairman Chandler stated he would like to see the TDA approve the \$10,000 to be paid in May and challenge Mrs. Speer to raise an additional \$5,000 and then the TDA would match that. That would bring the total grant to \$15,000. Mike Dunn made a motion to grant \$10,000 to LMC Summer Theatre as sponsorship and pledge an additional \$5,000 if LMC is able to at least match in order to put on a third show. Funds would be payable in May. Stephanie White seconded the motion. With no further discussion, a vote was called and the motion carried.

Sue Freeman, representing Avery County Chamber of Commerce came before the board asking for \$5,000 to help with the Chambers marketing expenses. The money would help with the printing of a new brochure, rack cards, MTN TV and with the website. Stephanie White made a motion to grant Avery County Chamber of Commerce \$5,000

payable in May 2011. Les Broussard seconded. With no further discussion, a vote was called and the motion carried.

### **Discussions**

Jim Swinkola, representing Edgar Tufts Memorial Association, who operates Wildcat Lake, gave the board an update on Wildcat Lake. He reported to the board the ETMA has only had two grant requests ever. He also wanted to let the board know he will be coming to their next meeting with a request to help with funds for running Wildcat Lake.

### **New Business**

Chairman Chandler thanked Stephanie White for her work with the travel writers that were in Banner Elk to do an article. Stephanie White mentioned to the board she would like to see the board do some of their own marketing. Suggestions were mentioned such as possible hiring a marketing firm to “market Banner Elk” and help with promoting Banner Elk.

### **Old Business**

Chairman Chandler welcomed new board member Kacy Crabtree, representing LMC.

With no further business, Les Broussard made a motion to adjourn. Kacy Crabtree seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,  
Nancy Owen