

BANNER ELK TOURISM DEVELOPMENT AUTHORITY
Thursday, 23 September 2010
MINUTES

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

Staff Present: Steve Smith, Nancy Owen

Others Present: Roy Krege, Jim Swinkola, Ed Hardin, Sylvia Hahn, Rick Owen, Caroline Hart, Sue Freeman, Andrew Stackhouse

Chairman Chandler called the meeting to order at 4:00pm. A quorum was present for the meeting. Chairman Chandler moved the discussion of Wildcat Lake up on the agenda. Mike Dunn made a motion to approve the amended agenda. Stephanie White seconded. The vote was unanimous and the agenda was accepted as amended.

Consideration of the July 2010 Minutes

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

Discussion of Wildcat Lake

Jim Swinkola gave an update on Wildcat Lake. He also gave a financial report to Steve Smith from Wildcat Lake and how their money was spent. Roy Krege and Ed Hardin both spoke on behalf of ETMA and Wildcat Lake. Wildcat Lake had a record number of visitors this summer and great success. Stephanie White asked if anything new would be added for next year. Mr. Swinkola answered they were expanding the swimming area, adding a new horseshoe area and moving the canoes.

Financial Report

Town Finance Officer Steve Smith gave an update on the financial report. He also reported on a call from Rep. Phillip Frye who stated that he was unable to introduce legislation that would have kept occupancy tax distribution of 2/3 for infrastructure and 1/3 for advertising. It will now revert back to 1/3 for infrastructure and 2/3 for advertising.

Funding Requests

All requests will be heard and funding for the requests will be tabled until the end of the meeting.

Lees McRae College

Caroline Hart, representing LMC is requesting \$10,000 to help repair the Old Centre Theatre. The College has a private donor that is more likely to donate if the College can secure some other funding. The College is looking to renovate the entire structure with a cost of around \$200,000. This would be work space for the Theatre Dept. and would be space for them to build sets for plays, storage, etc.

Avery County Chamber of Commerce

Sue Freeman, representing Avery Co. Chamber of Commerce came before the board with 2 funding requests. The first request was for \$5359.00 to purchase new computers for the Chamber. The second request was for \$1000 that would be designated to the Avery County Coalition for the County Centennial next year. Ms. Freeman also reported that her previous grant request, which the Chamber received, went to help redesign the website and print rack cards.

Greater Banner Elk Heritage Foundation

Sylvia Hahn, representing the GBEHF came before the board to request monies that would help with the production cost of the Historical Guide of Banner Elk. She is requesting \$2500 for the guide.

Pirate Race Promotions

Andrew Stackhouse, representing Pirate Race Promotions came before the board with several grant requests. His company puts on bike races in the High Country and if the TDA grants his funding requests, he would position several of those races to start and finish in Banner Elk. He is requesting a total of \$12,000 that would cover 5 bike races. \$2000 for High Country Omnium, \$2000 for Wildcat Triathlon, \$4000 for Banner Elk 100 Grand Fondo, \$2000 Banner Elk 100 MTB Epic and \$2000 for Three Peaks USA.

Stephanie White, who is on the Board of High Country Host, gave a presentation on High Country Host Partnership, which is an opportunity for the Town's of High Country to join this partnership which promotes the whole High Country. She told of the benefits the Town would receive and the leads it would gain for tourism. She is asking for \$5000 from the TDA, which would give Banner Elk representation in the partnership. The deadline to participate is Oct 1, 2010.

Les Broussard made a motion to table all funding request until the next meeting which will be October. Mike Dunn seconded the motion. The vote was unanimous and the motion passed.

Les Broussard did make a motion to fund the High Country Host Partnership for \$5000. Mike Dunn seconded the motion. The vote was unanimous and the motion passed.

Les Broussard gave a brief update on a group of citizens that formed a committee in an attempt to buy the old Banner Elk School. He is asking the TDA to think about how they could possibly help finance some portion out of the 1/3 fund. He is only asking for a

voice of support at this time, not a commitment. It was decided the board would discuss this issue at the October meeting.

Old Business

The Board received thank you letters from Lees McRae College thanking them for their generous donations to the College. They also received a thank you from Wildcat Lake and ETMA. Steve Smith is to talk to the Boy Scouts and follow up with the money the TDA granted to them for the restoring of the barn in the park.

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

Respectfully Submitted,
Nancy Owen