

BANNER ELK TOURISM DEVELOPMENT AUTHORITY
Wednesday April 13th, 2011
MINUTES

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

Staff Present: Rick Owen, Steve Smith

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

Consideration of the January 2011 Minutes

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

Financial Report

Steve Smith, Finance Officer, gave a financial report update. He also presented the board with the 2012 Budget. Les Broussard made a motion to adopt the budget. Mike Dunn seconded the motion. The vote was unanimous and the motion carried. Steve then presented the board with a contract for the FY 2011-2012 audit. Les Broussard made a motion to accept the audit contract. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Town Update

Rick Owen, Town Manager, gave the board an update on happenings in the Town. Mr. Owen informed the TDA the Town would no longer be operating the bounce house that was bought with TDA money. He asked what if anything the board would like to see happen to it. Steve Chandler suggested the Town donate it to a non-profit or civil organization that would be willing to set it up at town functions. Mike Dunn made a motion to give the Town Manager discretion of the disposal of the bounce house as he sees fit, with any profits of the sell going into the park fund. Kacy Crabtree seconded the motion. The vote was unanimous and the motion carried. Mr. Owen also gave the board an update on the Town's website and the upcoming centennial events. Steve Chandler stated the TDA is behind the Town in promoting the Centennial and will give the Town an additional \$2500 when needed. Kacy Crabtree made a motion to continue the support of the Centennial, by granting another \$2500. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Funding Request

Holly Palm, representing the Banner Elk Herb Festival, came before the board with a request of \$4947.00. This is the 3rd year for the festival, which Holly started. This money would help with advertising, rentals, entertainment etc. Les Broussard made a motion to grant \$2785 to Holly Palm for the BE Herb Festival. Kacy Crabtree seconded the motion. The vote was unanimous and the motion carried.

Jim Swinkola, representing Wildcat Lake, came before the board with a request of \$10,000. This money would help with operating cost associated with keeping the lake up. Mr. Swinkola would not need all the money until late summer. Les Broussard made a motion to fund \$10,000 to Wildcat Lake. With no second, the motion died. Mike Dunn made a motion to allocate \$10000 to Wildcat Lake in two separate payments. The first payment would be in July and the second in September. Stephanie White seconded the motion. The vote was unanimous and the motion carried.

Hannah Trimble, a LMC student who is hosting a music festival as her senior project, came before the board with a request of \$3000. The music festival is called LetitBE Music Festival. The money would help with advertising and promotion. Stephanie White made a motion to fund \$1500 now and suggested she come back in July to ask for more money. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Martha Beasley, representing the Greater Banner Elk Heritage Foundation came before the board requesting \$5000 to help with advertising and promotion of the GBEHF. Mike Dunn made a motion to fund \$2500 for the purpose of getting their first wave of advertising out this year. Mr. Dunn suggested Mrs. Beasley return before the board in July to request the other portion of her grant. Kacy Crabtree seconded the motion. The vote was unanimous and the motion carried.

Trish Daniels, who came before the board asking for \$1000 to help in the cost of painting faces at the Chamber summer concerts. Kacy Crabtree made a motion to fund \$1000 with the agreement that Ms. Daniels will paint faces at eleven concerts. Les Broussard seconded the motion. Mike Dunn stated that he felt the Chamber should be sponsoring the face painting, not the TDA. The vote was 2-3 and the motion failed. Kacy Crabtree made a motion to fund \$500 to Ms. Daniels for materials for face painting at concerts. Les Broussard seconded the motion. The vote was 3-2 and the motion carried.

New Business

Stephanie White gave the board an update on the High Country Marketing Initiative that the Banner Elk TDA gave \$5000 to be a part of. Mrs. White presented the board with the ads that are running through this website. The Town of BE will also have billboards going up in Charlotte and other places throughout the state.

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

Respectfully Submitted,
Nancy Owen