

BANNER ELK TOURISM DEVELOPMENT AUTHORITY
Thursday, July 21, 2011 – 4:00PM
MINUTES

Members Present: Steve Chandler, Mike Dunn, Les Broussard, Kacy Crabtree and Phillip Dean

Staff Present: Nancy Owen, Steve Smith, Rick Owen

Chairman Chandler called the meeting to order at 4:03pm. A quorum was present for the meeting. Mike Dunn made a motion to approve the agenda. Kacy Crabtree seconded. The vote was unanimous and the agenda was accepted.

Consideration of the April 2011 Minutes

With no changes noted, Mike Dunn made a motion to approve the minutes as submitted. Les Broussard 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 reported to the board on the upcoming Centennial Celebration that was taking place in the park that weekend. He also reported how money was spent that the TDA had allocated to the Town for the Centennial. The Town has bought t-shirts, banners and cups, plus the weekend celebration in the park. Mike Dunn noted that \$2500 is still available to the Town for the Centennial that the TDA had allocated last year, if needed.

Financial Report

Steve Smith, Finance Officer, gave a financial report update. Mike Dunn asked Mr. Smith about the \$10,000 the TDA had committed to Wildcat Lake, which was not shown on the financial report. Mr. Smith said that money would be paid in July and September and would be shown on a new report. Mr. Smith also reported that collections were down for the 4th quarter FY 2011.

Funding Requests

Doug Owen, representing Cycle 4 Life, came before the board with a request of \$3000. Mr. Owen is planning on hosting a 4 day bike race over the Labor Day weekend. He is hoping to draw over 200 riders to the event. He held the event last year and the TDA gave him a grant of \$2500. He is hoping to make \$500 off this event, which he would donate to charity. The grant money would help cover publicity/advertising and prizes for the racers. Mike Dunn made a motion to grant \$1500 which would go to advertising and publicity. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Ciny Brown, representing the Greater Banner Elk Heritage Foundation, came before the board with two different grant requests. The first request was for \$700 to print 500 Take a Hike BE brochures. These brochures have been very popular and give a map of the green way trail. The second request was for \$2500 to help with advertising and program operations. The GBEHF had come before the board at the April meeting asking for \$5000 and was granted \$2500 and was told to come back at the July meeting to ask for the other \$2500. Mrs. Brown reported that attendance at the museum has doubled in the last year. Les Broussard made a motion to fund \$700 for the hike brochure. Phillip Dean seconded the motion. The vote was unanimous and the motion carried. Les Broussard then made a second motion to fund the \$2500 to help with advertising costs. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Tom McMurray, representing the Woolly Worm Festival, came before the board with a request of \$3000. Mr. McMurray stated that this money would help off-set security costs and traffic control. Mr. McMurray did say that the WWF is a self-supporting festival and makes a profit. The money for the WWF would not be needed until the end of October or later. Mike Dunn made a motion to table the request until the October meeting of the TDA. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Juanita Cable, representing Trunk or Treat, came before the board with a request of \$1000 to help offset the cost of the festival. Trunk or Treat is a Halloween festival that takes place in the Banner Elk Park on Halloween. Last year over 800 children attended Trunk or Treat. Most of the money for Trunk or Treat is donated by private individuals. Mike Dunn made a motion to fund \$400 for advertising and promotion for the event. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Sylvia Hahn, representing the Greater Banner Elk Heritage Foundation, came before the board with a request of \$4268 to reprint the history brochure. The brochure would be reprinted in color and an enlarged size from the old brochure. The brochure has been rearranged and an enlarged map has been added. This history brochure has been very popular and there are currently none available. The \$4268 would print 2000 color copies. The brochure is going to have a price printed on the cover and is going to be sold. Mike Dunn made a motion to fund up to \$4268 for printing of the brochure with the understanding they will be sold. Distribution will be controlled and sold for a profit. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

New Business

Radd Nesbit and Charlie Price, representatives from the Winter/Autumn Times, spoke to the board about the TDA continuing to advertise in their magazine. The BE TDA has run a full page black and white ad in the previous issues of the Winter/Autumn times and the Spring/Summer Times. The board asked about running a color add and possibly a redesign of the current ad. Mr. Nesbit reported that a full page color ad would run

approximately \$1600. The board asked Mr. Nesbit to re-work the ad and submit a rough draft for approval before printing.

Jim Swinkola, representing Wildcat Lake, gave the board an update of goings on at the lake this summer. Over 10,000 people have visited the lake so far this summer. The State of NC has put in over 6000 trout in Wildcat Lake this year.

Old Business

Discussion was had on the new walkway by Dogwood Road that runs to the park. The TDA board stated it would co-op with the Town Council to see that the walkway gets paved.

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

Respectfully Submitted,
Nancy Owen