

BANNER ELK TOURISM DEVELOPMENT AUTHORITY
Thursday, September 22, 2011 – 4:00PM
MINUTES

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

Staff Present: Nancy Owen, Steve Smith,

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

Consideration of the July 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.

Financial Report

Steve Smith, Finance Officer, gave a financial report update.

New Business

Julia Heinlein, from Antler Realty, came before the board with a request to help monetary, for a pre Woolly Worm party she was having at her business. The Friday before WWF, she is going to be sponsoring a party and would like the TDA to help with the cost of renting a tent, tables, chairs, etc. Her proposal was that she would open the party to the public if the TDA would help off set her expenses. She would also leave the tent up on Saturday of WWF to offer the crowd somewhere to sit and eat. Les Broussard pointed out to Ms. Heinlein that monies granted from the TDA can only help with advertising and promotion. The board did not feel that her request fell under those guidelines. No motion was made and the request died.

Chairman Chandler gave the board members the new Banner Elk Historical Booklet. Money from the TDA helped with printing costs. The booklets will be sold at various locations around town. Mr. Chandler also presented to the board the new color ad that will run in the Autumn/Winter Times magazine. Les Broussard gave the board an update on the old Banner Elk School. Mr. Broussard had talked with Brett Gardella, Avery County's Economic Director, who indicated that the County would like to see the school become a business incubator. No specific plans have been made at this time for school. Kacy Crabtree asked the board if they would be interested in using LMC marketing students to help with advertising and public relations. The board is very interested and would like to have a representative from LMC at the next scheduled board meeting. Mr. Chandler suggested the board come up with a description of marketing and the direction the board wants to go. He suggested dividing the marketing into direct and

indirect. Indirect marketing will be grants, request, etc. The money will be divided 50/50 out of the 2/3 portion of the budget.

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

Respectfully Submitted,
Nancy Owen