

BANNER ELK TOURISM DEVELOPMENT AUTHORITY
Thursday, April 26, 2012 – 4:00PM
MINUTES

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

Staff Present: Nancy Owen, Steve Smith and Rick Owen

Chairman Chandler called the meeting to order at 4:00pm. A quorum was present for the meeting. Chairman Chandler added the fiscal budget and face painting at concerts to the agenda. Mike Dunn made a motion to approve the agenda as changed. Phillip Dean seconded. The vote was unanimous and the agenda was accepted.

Consideration of the December 2011 Minutes

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

Financial Report

Steve Smith, Finance Officer, gave a financial report update. Mr. Smith informed the board the tax collection was running behind where it was as of this time last year. Because of this, Mr. Smith reduced the TDA FY 2012-2013 budget by \$8000. After discussion on the budget, Phillip Dean made a motion to adopt budget for FY 2012-2013. Les Broussard seconded. The vote was unanimous and the motion carried.

Town Update

Town Manager Rick Owen gave the board an update on happenings in the town. At the December meeting the board had agreed to give Mr. Owen \$1000 to help with the repair of the weather station. The money was not needed, therefore not used. Mr. Owen asked the board if they would let him use the \$1000 allotted for the weather station on buying trees instead. The town is trying to plant 100 trees all over the community. The \$1000 would allow the town to get started in the planting of the trees. Mike Dunn made a motion to allocate \$1000 from the 1/3 capitol improvement fund to buy trees. Les Broussard seconded the motion. The vote was unanimous and the motion carried. Mr. Owen also gave the board an update on the expansion of the park. Work is slated to begin by June.

New Business

LMC Marketing Professor Amy Taylor and her marketing students presented the board with an updated marketing plan for the Banner Elk TDA. They pointed out several ways

the TDA can improve upon their marketing, just by using social media. They made suggestions the town's Facebook page and website be updated daily. They also suggested the TDA get a Twitter account. The board decided they would try and contract out with someone 8-10 hours a week to keep the Facebook page, website and Twitter account up to date. It was also decided that Amy Taylor would meet with board member Phillip Dean and town manager Rick Owen to coordinate a possible internship.

Robert Somes, with Digital South Media Group, gave the board a presentation of his marketing company and what they can do for the Town and TDA. Mr. Somes maintains several websites and facebook pages for different businesses. He offered his services and fees if the board is interested.

Funding Request

Holly Palm, representing Herb Fest, came before the board with a request of \$2955 to help with the cost of billboards promoting her event. This is the 4th year Ms. Palm has put the Herb Fest on. Mike Dunn made a motion to grant \$2955 to Ms. Palm. Les Broussard seconded the motion. The vote was unanimous and the motion carried. Ms. Palm will bring in receipts to show where the amount for billboard rentals.

Jim Swinkola, representing Edgar Tufts Memorial Association, came before the board with a request of \$10,000 to help operational expenses of Wildcat Lake. Originally Mr. Swinkola had asked the money go to help pay for lifeguard expenses and public relations. Mr. Swinkola also reported there were plans to expand the parking lot across the street. After discussion from the board, it was decided they would grant ETMA \$10,000 coming out of the 1/3 portion which is for capital improvement, which would help offset the cost of expanding the parking lot. Mike Dunn made a motion to fund ETMA \$10,000 out of the 1/3 capital improvement fund for capital improvements at Wildcat Lake. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Deka Tate, representing the Greater Banner Elk Heritage Foundation, came before the board with a request of \$5000. This money would help to offset the cost of marketing/advertising and heritage programming for the museum. Les Broussard made a motion to grant \$5000 to the GBEHF. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Erica Siegel, representing the High Country Pet Fest, came before the board with a request of \$1000 to help with inaugural Festival. \$900 of the monies would go towards advertising and \$100 towards administrative costs. The board decided they would not pay for administrative costs. Les Broussard made a motion to grant \$900 for advertising. Phillip Dean seconded the motion. The vote was unanimous and the motion carried. Ms. Siegel will bring receipts to show how the money was spent on advertising.

Ginger Hansen, representing LMC, came back before the board with an additional request of \$6300 to pay for 3 billboards for 3 months. In the December 2011 meeting the

TDA board granted LMC \$6300 for 3 month billboard rental. They told Mrs. Hansen to come back and she could ask for additional funding for more months at the next meeting. The board had discussion about LMC adding all places in BE that pay occupancy tax to their website. This way when potential families are looking at LMC, they will know where they can stay locally. Mike Dunn made a motion to grant \$6300 to LMC, upon the condition they add BE lodging options to their website. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Banner Elk Cemetery Committee sent in a funding request, asking the TDA to pay for a new tombstone for Shepherd Dugger. Mr. Dugger is BE native, who is buried in the BE Cemetery. His tombstone is in need of repair. A distant relative, who was not able to attend the meeting, thought the TDA might be able to help with repairs since his tombstone is a historical marker. Mr. Dugger had very specific wishes for his tombstone and the new proposed tombstone did not fit his wishes. After discussion among the board, no motion was made.

Fake a Face Painting sent in a funding request, asking the TDA to sponsor face painting at the concerts in the park again. Last year the TDA paid \$500 and Ms. Daniels painted faces for free at five concerts. She is asking for the same this year. After discussion from the board, no motion was made.

At this time, Mike Dunn made a motion to go into closed session. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Mike Dunn made a motion to come out of closed session. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

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