

BANNER ELK TOURISM DEVELOPMENT AUTHORITY  
Thursday, July 19, 2012 – 4:00PM  
MINUTES

Members Present: Steve Chandler, 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. Kacy Crabtree made a motion to approve the agenda. Phillip Dean seconded. The vote was unanimous and the agenda was accepted.

Consideration of the April 2012 Minutes

With no changes noted, Phillip Dean made a motion to approve the minutes as submitted. Kacy Crabtree 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 that \$3500 they had granted to the Town for trees and Centennial, needed to be added under future funding commitments.

New Business

Chairman Chandler introduced Shannon Wooten, Manager of the Best Western.

Steve Smith, Finance Officer, asked the board for a motion to move an account from Mountain Community Bank to Highlands Union Bank. The account at MCB was deemed dormant, due to no activity for more than a year. The interest rates were also better at Highlands Union Bank. Phillip Dean made a motion to transfer bank accounts to Highlands Union Bank. Kacy Crabtree seconded the motion. The vote was unanimous and the motion passed.

Funding Request

Sylvia Hahn, representing LMC Forum, came before the board with a request to help pay for entertainment for the Forum. Forum is held at LMC and is a membership only activity. Mrs. Han is asking for \$2500 to help with the cost to cover the entertainment. Ms. Crabtree asked that if the board grants the money, the TDA logo be added to the Forum Program. Phillip Dean made a motion to grant \$2500 to the Forum. Kacy Crabtree seconded the motion. The vote was unanimous and the motion passed.

Deka Tate, representing Banner Elk Chamber of Commerce, came before the board with a request of \$5000 to help repair the old floor in the chamber building. The town

currently does not own the building, but leases it from Highlands Union Bank for a minimal fee. The building is old and this is the original floor. Kacy Crabtree made a motion to grant \$5000 to replace the floor. Phillip Dean seconded the motion. The vote was unanimous and the motion passed. The funds will come from the capitol improvement fund.

Ron Johnson, representing Banner Elk Magazine.com came before the board with a presentation of a Facebook campaign he had made. He is willing to do the Town's Facebook page for 180 days or 6 months at \$6.65 for 3 hours a day. This would total \$3600 for the 6 months. He would update, run and keep track of the Town's Facebook page. No action was taken.

### Old Business

Sue Freeman, representing the Avery County Chamber of Commerce updated the board on the happenings of the ACCOC. She also reported back on how the grant monies the chamber received from the TDA have been spent.

Jim Swinkola, representing ETMA, updated the board on the happenings at Wildcat Lake.

At this time, Phillip Dean made a motion to go into closed session. Kacy Crabree seconded the motion. The vote was unanimous and the motion carried.

Phillip Dean made a motion to come out of closed session. Kacy Crabtree seconded the motion. The vote was unanimous and the motion carried.

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

Respectfully Submitted,  
Nancy Owen