

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, April 2, 2013 - 3:00PM

## MINUTES

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

Staff Present: Nancy Owen, Rick Owen and Steve Smith

Chairman Chandler called the meeting to order at 3:00pm. A quorum was present for the meeting.

### Consideration of the January 2013 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. Mr. Smith presented a proposed budget to the board for the upcoming fiscal year 2014. He informed the board this budget can be amended at any time. He also informed the board that collections for December and January were up by about \$3000. Mike Dunn made a motion to approve the amended budget for fiscal year 2014. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

### New Business

Don Iverson Billboard Contract is up for renewal. It will be the same terms as before and will be kept as long as the TDA is 50% of billboard time. The re-design of the billboard was tabled until the next TDA meeting.

### Funding Requests

Rick Owen, Town Manager, came before the board with a request of \$2450 to help with the Greenway Trail Development. This will help with the planning of the first phase of new trail development. Mike Dunn made a motion to fund \$2450 out of the Capital Improvement portion. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Jim Swinkola and Abby Lord, representing ETMA, came before the board with a request of \$10,000 to help fund Wildcat Lake. Mr. Swinkola informed the board of a new fishing dock that was recently added. He also introduced Mrs. Lord who will be the new representative from ETMA as Mr. Swinkola is retiring. Mike Dunn made a motion to fund \$10,000 with \$8,000

coming out of the advertising portion and \$2,000 coming out of capital improvement. The money can be paid in two installments also. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Deka Tate, representing the GBEHF, came before the board with a request of \$3000 to help with advertising cost. Mike Dunn made a motion to fund \$3000 to the GBEHF. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Dr. Janet Speer, representing LMC Summer Theatre, came before the board asking for help in funding Summer Theatre. She didn't ask for a specific amount, as she left that up to whatever the board felt they could give. Mike Dunn made a motion to grant \$10,000 with half coming from advertising and half coming from promotion to Summer Theatre. This can also be paid in two installments. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Doug Owen, with LMC Cycling, came before the board with a request of \$3000 to help fund the Collegiate National Bike Championship. The money will help with work to do on the trails. Les Broussard made a motion to fund \$3000 out of promotion. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Erika Siegel, with The High Country Pet Fest, came before the board asking for \$2100 to help with the price of billboard rental. She wants to advertise the Pet Fest and is willing to advertise other local festivals as well. Discussion was had on how and where she would advertise. This money would also help bring the Purina Dog Team to the festival. Mike Dunn made a motion to grant \$2100 for advertising on the billboard and the dog team. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

### Old Business

Allison Vance, with the YMCA of Avery County, gave the board an update on the punch cards for visitors. She informed the board the card is for visitors who stay more than 2 nights in any Banner Elk lodging. Nancy Owen will distribute the cards to the Banner Elk businesses that pay occupancy tax.

Shannon Wooten and her father Jim Wooten came before the board to say Thank You for the donation to the Wildlife Half Marathon. They presented the board with a profit and loss sheet. They marathon was a great success and they hope to have it again next year.

Deka Tate from the Banner Elk Chamber of Commerce gave the board an update on the marketing campaign the BE TDA funded. A person has been hired to oversee the campaign and they hope to have the first mass e-mail going out soon.

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