

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, January 23, 2013 - 3:00PM

MINUTES

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

Staff Present: Nancy Owen, 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. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Financial Report

Steve Smith, Finance Officer, gave a financial report update. There was nothing new to report, only a reminder that the report now shows the 2/3 portion of the funds (advertising) split into two 1/3 portions.

New Business

Jim Swinkola, representing ETMA, gave the board an update on Wildcat Lake. The lake has made several improvements over the winter, with the hopes of getting a state funded handicapped fishing pier.

Chairman Chandler asked the board for a motion to authorize Phillip Dean to negotiate an ad in the High Country Home Magazine. Phillip will e-mail the board about the ad. Mike Dunn made the motion. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Mike Dunn addressed the board about Ron Johnson's online publication *The Banner Daily*. Mr. Dunn told the board his publication is attracting a huge following and thinks the TDA should partner with Ron to help him with his daily magazine. The board agreed they liked what Mr. Johnson was doing. Mike Dunn made a motion to advertise on *The Banner Daily*. Mike Dunn will negotiate a contract with Ron Johnson. The ad for the TDA will run on *The Banner Daily* and its website. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Funding Requests

Sue Freeman, representing Avery County Chamber of Commerce, came before the board with a request of \$6000 to help with the cost of advertising Avery County. The money would help with the cost of running an ad in Our State Magazine, Carolina Mtn. Life, High Country Press and WNC Magazine. Mrs. Freeman also gave the board an update on where the Avery County Chamber is advertising and how they are spending their advertising dollars. She also reminded the board the Chamber is getting ready to print their new visitor guide. Phillip Dean made a motion to fund \$5000 for ad in the above mentioned magazines and \$1000 to place a full page ad in the Chambers new Visitor Guide. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Shannon Wooten, Manager of the Best Western, came before the board with a request of \$4000 to help with marketing and advertising expenses related to a half-marathon she is organizing. The Run for Wildlife marathon will be held in Banner Elk on April 13, 2013. She is hoping the run will bring people to Banner Elk to spend the weekend, especially since it is an off season weekend. This race is a non-profit race, with all money made being donated to the Blue Ridge Wildlife Center at LMC. Mike Dunn made a motion to fund \$4000 to help kick start the advertising for the marathon. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Erika Siegel, representing High Country Pet Fest, came before the board with a request of \$1000 to help with advertising of the event. This year the festival will be a two day event. Mike Dunn made a motion to grant \$1000 for promotion/advertising to the Pet Fest. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

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