

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, January 22, 2014 - 3:00PM

MINUTES

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

Staff Present: Nancy Owen, Rick Owen, Steve Smith

Chairman Chandler called the meeting to order at 3:00pm. A quorum was present for the meeting. Mr. Chandler introduced Ginger Hansen, the new LMC representative on the board. Mrs. Hansen was absent for the meeting.

Mr. Chandler added Banner Elk Magazine agreement and billboard renewal on 105 to the agenda. Mike Dunn made a motion to approve the amended agenda. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Consideration of the October 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. He reported that collections are up a bit from last year at this time. The audit contract was presented and signed by Chairman Chandler. The contract is with the same firm as before at the same price. Les Broussard made a motion to approve the audit contract. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

New Business

Chairman Chandler told the board the contract for the billboard on Highway 105 was up for renewal. Mr. Chandler thinks the board should consider billboards further away off the mountain. The billboard on Highway 105 is currently \$500 monthly. Mr. Chandler asked for a motion to have Steve Smith contact Don Iverson, who we currently rent the billboard from, about cancelling the 105 billboard. Mike Dunn made the motion. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

The next order of business was the contract renewal with Ron Johnson, of Banner Elk Magazine. The board is currently advertising on Banner Elk Magazine online for \$300 monthly. Mr. Johnson is asking for \$600 monthly. Mike Dunn made a motion to approve the contract for six months, with half of the contract being paid by January 31, 2014 and the other half by April

31, 2014. Phillip Dean seconded the motion. The vote was unanimous and the motion carried. The board request from Mr. Johnson that he cover all events in Banner Elk, even those put on by the Banner Elk Chamber of Commerce.

Funding Requests

JoAnn McMurray came before the board with a request of \$700, which would fund an Easter egg hunt in the park. Mrs. McMurray is organizing this event by herself, hoping to draw tourist up to BE for the weekend. Mike Dunn made a motion to approve \$700 for the Easter egg hunt.

Phillip Dean seconded the motion. The vote was unanimous and the motion carried. The money will come out of the 1/3 promotions budget.

Mary Jo Brubaker, representing the Woolly Worm Festival, came before the board asking for \$3000 which would help with the cost of advertising and promoting the festival. They currently spend approximately \$5500 promoting WWF and also Banner Elk. This money would greatly help increase promotions. Les Broussard made a motion to fund \$3000 to WWF for promotions of the festival. Mike Dunn seconded the motion. The vote was unanimous and the motion carried. The money will come out of the 1/3 promotions budget.

Sue Freeman, representing Avery County Chamber of Commerce, came before the board asking for \$6000 which will help with advertising Avery County and Banner Elk. The ACCC currently advertises in all NC airports and all visitor/welcome center rest stops in the state. Last year the BE TDA placed an ad in the relocation and business directory the chamber produces and distributes to the above mentioned places. Mike Dunn made a motion to fund \$5000 for advertising and up to \$1000 for another ad in the directory. Les Broussard seconded the motion. The vote was unanimous and the motion carried. The money will come out of the 1/3 advertising budget.

Erika Siegel, representing High Country Pet Fest, first thanked the board for their generous support in the past for the HCPF. She asked the board for \$8000, \$6000 to fund bringing Splash Dogs to the fest and \$2000 to help with advertising the fest. This year the festival will increase from 2 days to 3 days. The Splash Dogs is a traveling company that puts on a show of dogs doing tricks in the water. This company from California, has a big following with their own email list and hopefully will bring lots of people to BE for the fest. The board felt it is not within their means to pay for entertainment at any festival. Phillip Dean made a motion to fund \$2000 for marketing and advertising the fest. Les Broussard seconded the motion. The vote was unanimous and the motion carried. The money will come out of the 1/3 advertising budget.

Rick Owen, Town Manager of Banner Elk, came before the board with a funding request of \$60,000 from the capitol improvement 1/3 of the budget, to help with the completion of the park expansion. The park expansion includes a new picnic shelter with restrooms and a grill area, new walking track, exercise equipment and much more. This is a big project the town has been working on, much like the sidewalks and the greenway trail. The park is a tourist draw in itself

as it is heavily used by visitors in the warmer months. Mike Dunn made a motion to grant \$60,000 from the capitol improvement account to help fund completion of the park renovations. Phillip Dean seconded the motion. The vote was unanimous and the motion carried. The money will come out of the 1/3 capitol improvement budget.

Old Business

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

Respectfully Submitted,

Nancy Owen