

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, April 29, 2014 – 3:00pm

MINUTES

Members Present: Mike Dunn, Les Broussard, Philip Dean, Ginger Hansen and Tom McMurray

Staff Present: Nancy Owen, Rick Owen, Steve Smith

Chairman Dunn called the meeting to order at 3:00pm. A quorum was present for the meeting. Mr. Dunn asked for a minute of silence to honor the late Chairman Steve Chandler. Mr. Dunn then reintroduced Ginger Hansen, the new LMC representative to the board and Tom McMurray, the new at large representative to the board.

Chairman Dunn added a closed session to the agenda. Les Broussard made a motion to accept the amended agenda. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Consideration of the January 2014 Minutes

With no changes noted, Tom McMurray 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 added that \$9316.00 has been collected from March that is not listed. Also noted that the board would be receiving back a partial grant from Run for Wildlife Marathon. The marathon was cancelled due to low participation, so any monies not spent on pre-advertising will be returned to the TDA. Mr. Smith also presented the board with the Budget Ordinance. Tom McMurray made a motion to approve the budget ordinance. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

New Business

With the passing of Chairman Steve Chandler, Mike Dunn became the new Chairman of the board. The board will have to pick a new vice-chairman. Historically the vice-chairman is someone who has served on the board for some time. Tom McMurray nominated Philip Dean as vice-chairman. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried. Chairman Dunn also needs approval from the board to approve an ad for Carolina Mountain Life and contract renewal. The board discussed possible changes to the ad and the contract. After no motion was made, it was decided the board will revisit the contract and the ad with Babette, editor of CML.

Funding Requests

Judy Hilsmier, representing the Greater Banner Elk Heritage Foundation and Banner House Museum, came before the board with a request of \$5000 to help with advertising the Museum. The GBEHF is hoping to place ads in visitor guides and magazines across the High Country. The money would also be used to help print brochures. Tom McMurray made a motion to grant \$5000 to the GBEHF out of the 1/3 advertising budget. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Rebecca Bolick, also representing the Greater Banner Elk Heritage Foundation, came before the board with a request of \$3500 to help with the cost of the Heritage Day Festival. This is the first year of the festival and was the brainchild of the late Chairman Chandler. The festival is in conjunction with the Town of Banner Elk and Lees McRae College. It will celebrate the history and heritage of Banner Elk. The money would help with advertising expenses and entertainment costs. The date of the festival is July 19, 2014. Tom McMurray made a motion to grant \$3500 to the GBEHF out of the 1/3 promotion budget. Philip Dean seconded the motion. The vote was unanimous and the motion carried.

Abigail Lord, representing ETMA & Wildcat Lake, came before the board with a request of \$10,000 to help with operating costs and promotion of Wildcat Lake. Don Young, maintenance manager for Grandfather Home, told the board of the plans to make the lake area more handicap accessible. Mr. Young also said he has talked with the Town about extending the Greenway Trail out to Wildcat Lake. Les Broussard made a motion to grant \$5000 out of the 1/3 capital improvement fund budget and \$5000 out of the 1/3 promotion budget. The \$5000 capital improvement monies to be paid now and the \$5000 promotions monies to be split into 2 monthly payments of \$2500 each. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

Sue Freeman, representing the Avery County Chamber of Commerce and the Woolly Worm Woad Race, came before the board with a request of \$3150 to help with marketing and advertising the race. The race will be the weekend before the Woolly Worm Festival. The money will go towards print media and t-shirts. Ginger Hansen made a motion to grant \$3150 out of the 1/3 advertising budget. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Janet Speer, representing LMC Summer Theatre, came before the board with a request of \$6000 to help with advertising summer theatre. Summer Theatre puts on 3 shows each summer and draws big crowds. Philip Dean asked Mrs. Speer if a link to the TDA website could be put on the brochure handed out at the plays. She responded she would be happy to do so. Les Broussard made a motion to grant \$6000 out of the 1/3 advertising budget. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Richard McGuire, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$18,000 to help continue on with the Come Visit Stay Forever campaign the Chamber started last spring with a grant from the TDA. The Chamber would like to advertise within a 3-4 hour drive of Banner Elk. They would like to run ads on the CharlotteObserver.com

and in Our State Magazine. The money would be used to advertise Banner Elk in general, wherever the Chamber feels it is best spent. They would also like to do a brochure on Banner Elk, as there currently is not one. After several minutes of discussion, Chairman Dunn called for a motion and none was put forward. Tom McMurray had excused himself of voting on this request, as he is on the board at the Banner Elk Chamber of Commerce.

At this time Tom McMurray made a motion to go into closed session. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

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

The board is going to meet again on June 17, 2014 to discuss the future of the TDA and the direction they want to go.

With no further business, Tom McMurray made a motion to adjourn the meeting. Philip Dean seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,

Nancy Owen