

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, June 17, 2014 – 3:30pm

MINUTES

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

Staff Present: Nancy Owen, Rick Owen

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

Chairman Dunn added Allen Bolick of the BE Chamber of Commerce to the agenda. Tom McMurray made a motion to accept the amended agenda. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Chairman Dunn noted the purpose of this meeting is to discuss how the TDA is going to operate and how they are going to go forward spending money.

New Business

Allen Bolick, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$1500 to pay for the layout and printing of a walking map of town. The map will be color coded and will include businesses, churches, post office and other points of interest in town. It is the Chambers plan to make the map electronically at some point, with the hopes of it being able to be loaded to any computer and played over a TV. Phillip Dean made a motion to grant \$1500 to the BECC. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried. Money will come out of the 1/3 advertising budget.

Ron Johnson, with the Banner Elk Magazine, currently has a contract with board to provide advertising on his website bannerelkmagazine.com Ron currently advertises all the lodging options in Banner Elk and well as covering all social events. He is asking for a sixth month contract renewal at \$600/month. Les Broussard stated he would like to review Ron's contract before approving it. Mr. Broussard stated the board should extend it for 30 days while they review the contract and what Mr. Johnson has been doing. Mr. Broussard is going to review it and have it back to Chairman Dunn by August 1, 2014. Tom McMurray made a motion to extend the existing contract for 30 days. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

At this time the board started its discussion of the future operations of the TDA. The board decided to not give any monies from the capitol part of the budget, instead to reserve that money in case the Town needs it for projects. This leaves the board with the 1/3 advertising and 1/3 promotion part of the budget to work with. It roughly works out to about \$15,000 month to work with. Les Broussard stated he would like to see more self-promotion of the town, than give the

money away to events and local advertising. Chairman Dunn asked the board if they want to keep advertising to people that are already here or expand our advertising to outside markets. Ginger Hansen stated she thinks we need to do both. All agreed we need to advertise in local magazines we currently advertise with, but need to restructure our ads and let the advertisers know they have to give the board a months' notice before renewal time. The board then discussed the process of the grant application. The board would like to change how it is currently done. Mrs. Hansen thinks a calendar approach might be a good idea and that rules and guidelines need to be tightened. The TDA needs control over the "brand" and marketing elements. Everyone agreed it would be a good idea to have consistent marketing with our ads. Les Broussard told the board of the way Sugar Mountain TDA conducts their meetings. They receive the grants and discuss them at the board meeting without the grantee present. The grantee is then called and informed of the board's decision. All agreed they liked this idea. Tom McMurray would like to see a process of weeding out certain grants. Everyone agreed Mike Dunn would be the "gate keeper" of the grants. He will go through and weed out what doesn't pertain to the TDA. Tom McMurray is going to revise the current grant application. The board also agreed that all grant requests must be in no later than 2 weeks prior to the meeting. Any requests received after 2 weeks will not be heard at that meeting.

Chairman Dunn brought up the renewal of the as they run in Carolina Mountain Life. The editor called and needed approval giving the board no time to review the ad. Tom McMurray made a motion to approve purchase of the ad with modification changes. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

The next meeting was set for August 6th at 3:30pm.

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

Respectfully Submitted,

Nancy Owen