

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, August 06, 2014 – 3:30pm

MINUTES

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

Staff Present: Rick Owen

Chairman Dunn called the meeting to order at 3:30pm. A quorum was present for the meeting.

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 April & June 2014 Minutes

With no changes noted, Tom McMurray made a motion to approve the minutes as submitted. Philip Dean seconded the motion. The vote was unanimous and the motion carried.

Financial Report

Steve Smith, Finance Officer, was not present at the meeting but had prepared a financial report. The board questioned when Don Iverson's last payment was for the billboard rental.

New Business

Jeffrey Green, with High Country Press, came before the board with information on advertising on hcpres.com and with-in their magazine. He passed out pricing information and answered questions the board had. At this time, the board made no motion to advertise with HC Press.

Old Business

At the June meeting, Ron Johnson's contract with the TDA was discussed. Les Broussard was to review the contract and make changes he saw fit and report back to the TDA board. Mr. Broussard suggested to the board they add Mr. Johnson to ads to the contract. Mr. Johnson will be paid \$600/month for 6 months with the TDA getting top billing on BannerElkMagazine.com. The board also ask Ron to highlight occupancy tax payers on BAM. Tom McMurray made a motion to continue the contract with Ron Johnson at \$600/month for 6months. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Funding Requests

Jillian Rosato, representing LMC, came before the board with a request of \$5000 to help with covering costs of LMC Homecoming. The money would go with the cost associated with in putting on Homecoming. Les Broussard made a motion to grant \$5000 to LMC out of the promotion budget for Homecoming. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

The Banner Elk Chamber of Commerce, submitted a grant request proposal for monies that would help the Chamber operate. Part of the money would be used to pay for an assistant, who manages their website. The TDA had questions as to whether they could legally pay for a salaried position, since the monies they collect by law are supposed to go to promotion of tourism. Ginger Hansen made a motion to table the request at this time and give the board a chance to read up on the law concerning how the money can be spent. Les Broussard the motion. The vote was unanimous and the motion carried.

Other Business

JoAnn McMurray, representing the GBEHF, thanked the board for their support of the Heritage Day Festival. Bad weather caused the event to be mostly cancelled. She refunded to the board money they had granted but was not spent due to the event being cancelled.

Allen Bolick, representing the BE Chamber of Commerce, reported back to the board with a copy of the map they funded with a grant request. The map has been very well received and they hope to move into the next phase which would be a digital version.

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

Respectfully Submitted,

Nancy Owen