

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, October 23, 2014 – 3:30pm

MINUTES

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

Staff Present: Rick Owen, Steve Smith and Nancy Owen

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

Tom McMurray made a motion to accept the amended agenda. Sam Wilson from the High Country Visitors Guide, Ron Johnson from Banner Elk Magazine and Carolina Mountain Life were added to the agenda. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Consideration of the August 2014 Minutes

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

Financial Report

Steve Smith, Finance Officer, reported on the audit the board members received in their packet. Mr. Smith pointed out the comparison of last year revenue and spending vs. this year. \$143,000 was the total income with \$152,000 total spent. Mr. Smith told all members to please contact him if they have any audit questions. Also the GBEHF returned \$1300, money left over from a grant they received.

Funding Requests

Allen Bolick, representing Banner Elk Chamber of Commerce, came before the board with a request of \$3950 to help with costs of printing, layout and design of a 31x31 map to put in 3 new kiosks around town. The money will also cover the cost of building the kiosks. Two kiosks will be built, one at Town Hall the other in front of the Chamber. A third kiosk will be hung on the wall in the post office. The board asked Mr. Bolick if the Chamber was putting any money towards the cost of this project. Mr. Bolick responded that no the Chamber was not putting any money towards this project. The board feels it is not the responsibility of the TDA to pay for all the kiosks and the Chamber should pay for half the cost. Philip Dean made a motion to grant \$1250 for the printing and layout of the maps (out of promotion), and \$1350 for half the cost of one kiosk and half the cost of the Post Office kiosk (out of capital improvement) contingent upon the Chamber paying for half the cost of the other kiosk and Post Office kiosk. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

Juanita Cable, representing Trunk or Treat, came before the board with a request of \$2000 to help with the costs of Trunk or Treat in Banner Elk. Ms. Cable informed the board that flyers were passed out to all school children in Avery County. The BEVFD will be cooking hot dogs

for Trunk or Treat, and the first 500 kids under 12 in costumes will receive a free hot dog. After that they will sell for \$2 per hot dog. Trunk or Treat is paying sixty cents per hot dog to the BEVFD for cooking the hot dogs. The board asked if there was any way to get a more accurate number of children that attend that just a guess. Ginger Hansen asked if they would do a demographic study of participants of this event. Tom McMurray told Ms. Cable of a man at LMC that helps the WWF with demographics. The board also reiterated to Ms. Cable that Trunk or Treat must turn in receipts to show the board how the money was spent that they granted. Les Broussard made a motion to grant \$1500 (promotion) to Trunk or Treat. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Jo Ann McMurray, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$2188.08 to help with advertising costs of Christmas in the Park. This year the parade route has been changed, with the start being at the Cheese House. This is an all-day event ending in the evening with Santa in the park. Les Broussard made a motion to grant \$1771.08 from the advertising budget and \$417.00 from the promotion budget. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

New Business

Sam Wilson, representing High Country Visitor Guide, presented the board with a media kit and costs to advertise in their publication. They print 200,000 copies and distribute them to over 200 places. For \$3115 you will get a 1/3 page ad and editorial control of the page on Banner Elk. This will also include a mobile ad as well. They have an in-house design department that will design the ad for them. If paid in full by May 31, 2015 a 10% discount will be taken. Ron Johnson will help with the editorial and give a copy to the board to edit. Tom McMurray made a motion to place a 1/3 page ad in the HCVG, giving the board editorial control. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

Ron Johnson, representing Banner Elk Magazine, gave the board an update on all he is doing. Ginger Hansen asked for an ad plan for the board, so they can be comprehensive in their media buys. Ron will get with Nancy Owen to get this information.

The board discussed if they should continue to advertise in Carolina Mtn. Life magazine as there has been some confusion over ad deadlines lately. It was decided it is important to keep advertising in this magazine and Mike Dunn will contact Babette and work out a better communication plan for ad deadlines. Ginger Hansen made a motion to advertise in Carolina Mtn. Life. Tom McMurray seconded the motion. The vote was unanimous and the motion carried. It was also discussed at this time about continuing ads in Winter Times. Tom McMurray made a motion to advertise in Winter Times with a winter focus ad. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

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