

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Friday, November 14, 2014 – 4:00pm

MINUTES

Members Present: Mike Dunn, Ginger Hansen and Tom McMurray

Staff Present: Nancy Owen

Chairman Dunn called the meeting to order at 4:00pm. A quorum was present for the meeting.

This meeting was called by Chairman Dunn to discuss advertising with Visitor's Info Channel. The opportunity arose to advertise in the Knoxville market and was presented to the chairman, with a deadline being immediately. This advertising will reach over 1 million households and will run until April 2015. The cost is \$2500. The BE TDA already has a promotional video in place made by the Visitor's Info Channel and will run that video. Tom McMurray made a motion to enter into a contract with the Visitor's Info Channel for \$2500, coming out of the advertising portion. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

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

Respectfully Submitted,

Nancy Owen