

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, January 22, 2015 – 4:00pm

MINUTES

Members Present: Mike Dunn, Tom McMurray and Shannon Maness

Staff Present: Rick Owen, Steve Smith and Nancy Owen

Chairman Dunn called the meeting to order at 4:00pm. A quorum was technically not present for the meeting. Phillip Dean has resigned from the board and Shannon Maness has been appointed to take his seat. Mrs. Maness attended the meeting, but has not been approved by Town Council yet.

Tom McMurray made a motion to accept the agenda. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Consideration of the October & November 2014 Minutes

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

Financial Report

Steve Smith, Finance Officer, reported that collections are on target, almost the same as last year with about an \$800 difference.

New Business

Ken Ketchie, representing High Country Press, presented the board with a media kit of everything HC Press encompasses. HC Press prints High Country Magazine 6 times a year, High Country Visitors Guide 3 times a year and HCPress.com which saw over 1.5 million visitors last year. All media venues feature many articles and stories about Banner Elk. Mr. Ketchie would like the BE TDA to consider buying ads from HC Press.

Babette McAuliffe, representing Carolina Mountain Life, updated the board on happenings with the magazine. The board currently runs an ad in all 4 issues printed. She informed the board she would be happy to have her graphic design artist work up a new ad for Banner Elk.

Funding Requests

Melynda Pepple, representing Avery County Chamber of Commerce, came before the board with a request of \$6000 to help with advertising expenses. \$2000 for a Blue Ridge Parkway ad, \$2000 to help with production cost of rack cards and \$2000 to help with production cost of printing their visitor's guide.

Erika Siegal, representing High Country Pet Fest, came before the board with a request of \$2963.58 to help with advertising cost associated with the Pet Fest. This money will help cover

billboards, banners, website maintenance and print ads. The festival will be held over 2 days and will feature Disc Dogs.

Chairman Dunn announced that due to a lack of a quorum, all business will be held over until the entire board can review and discuss requests. The board will meet again Feb. 12.

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

Respectfully Submitted,

Nancy Owen