

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, February 12, 2015 – 3:30pm

MINUTES

Members Present: Mike Dunn, Les Broussard, Ginger Hansen and Shannon Maness

Staff Present: Nancy Owen

Chairman Dunn called the meeting to order at 3:30pm.

Chairman Dunn welcomed new member Shannon Maness of the Best Western. Ginger Hansen made a motion to elect Les Broussard as Vice-Chairman of the board. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

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

Funding Requests

Melynda Pepple, representing Avery County Chamber of Commerce, amended her original request from \$6000 to \$4000. \$2000 would go towards the publication of Visitor's Guide, \$1000 for the Blue Ridge Parkway ad and \$1000 for production of rack cards. The board decided at this time it was in their best interest to spend advertising dollars in house. Ginger Hansen made a motion to purchase a full page color ad in the Visitor's Guide for \$875 (out of advertising budget). Les Broussard seconded the motion. The vote was unanimous and the motion carried.

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. Ginger Hansen made a motion to grant \$2000 for advertising (out of the 1/3 advertising budget). Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Old Business

Ken Ketchie, representing High Country Visitor's Guide, would like the TDA to advertise in their 3 annual visitor's guides. This is guide is published 3 times a year in different seasons and mainly distributed in local areas. Ginger Hansen made a motion to advertise a full page color ad in all 3 visitor's guide contingent upon price from Mr. Ketchie. Shannon Maness seconded the motion. Nancy Owen will call Mr. Ketchie and discuss price. Mr. Ketchie offered a price of \$1248 for 3 full page color ads (out of advertising budget). The board agreed this was a good price. The vote was unanimous and the motion carried.

Babette McAuliffe, representing Carolina Mtn. Life, would like to see the TDA continue to advertise in her magazine. Chairman Dunn would like to see the board commit to a full year of

advertising, so the board doesn't have to keep voting on it quarterly. All agreed this was a good idea. Ginger Hansen made a motion to advertise one full page color ad in the 4 editions of Carolina Mtn. Life for \$4000 paid in advance. Les Broussard seconded the motion. Mrs. McAuliffe agreed to the terms. The vote was unanimous and the motion carried.

Appalachian State University approached the TDA about advertising in the football program given out at all home games. The board didn't feel at this time it was to their advantage to do such.

Ron Johnson, of Banner Elk Magazine, who has a contract with TDA for \$600 month for advertising on Banner Elk Magazine online, asked the TDA to renew his contract for another 6 months. Discussion was held on the direction of advertising the board would like to go in. They informed Mr. Johnson they will be interviewing different agencies to handle advertising and promotion of Banner Elk and he was welcome to put a bid in. Ginger Hansen made a motion to continue advertising with Mr. Johnson for 3 months @ \$600. This way it will give the board some time to evaluate the way to move forward with marketing and advertising efforts. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

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

Respectfully Submitted,

Nancy Owen