

## BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, May 5, 2015 – 3:30pm

### MINUTES

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

Staff Present: Rick Owen, Nancy Owen

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

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

#### Consideration of the February & April 2015 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

Rick Owen, Town Manager reported to the board that Steve Smith, the town's Finance Officer is no longer with the town. We have an interim finance officer, Betsy Wilson, and she prepared the financial report for the meeting. Mr. Owen also informed the board the town has a new auditor, Misty Watson, and asked the board if they would like to use her as well. Tom McMurray made a motion to approve Misty Watson as the auditor for the TDA, as well as to allow Chairman Mike Dunn to sign the contract with Mrs. Watson once it's been reviewed by the town's legal counsel. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

#### New Business

Craig Distl, of Distl Public Relations, presented the board with his Marketing and/or Public Relations proposal for the services of the BE TDA. Mr. Distl had been asked by the board to come up with a proposal to market and advertise Banner Elk to help increase tourism. He presented the board with his proposal and suggestions of how to proceed. He identified some key components that need to happen in order to move forward. Most importantly is a website design, new logo design, market research and tagline development. Other components could include HD videos and the hiring of a photographer to do pictures just for the TDA. Ginger Hansen stated she felt it was important to do some level of market research so we know what audience to target. All agreed this was important and Craig will contact either ASU, LMC or ECU hospitality departments to see about assisting us. In Mr. Distl's proposals he gave several different package offers of his work. Ginger Hansen made a motion to contract with DPR on option #2 for six months with the addition of moving forward on the website development, logo development, tagline and possibly market research. At any time during the six months, we can

upgrade the package to include option #1 with PR. This will include the cost of the website and logo design. The cost of option #2 is \$1,400 per month. The website and logo design will run roughly \$10,000. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

### Funding Requests

ETMA, presented the board with a grant request of \$10,000 to help with operating cost of Wildcat Lake. The money would help with lifeguard salaries. Tom McMurray made a motion to fund \$10,000 to ETMA, with one payment of \$5,000 to be paid June 1 and the second \$5,000 to be paid Aug. 1, 2015. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Melynda Pepple, representing Avery County Chamber of Commerce, came before the board with a grant request of \$4000 to help with advertising expenses. Chairman Dunn stated he felt we needed to conserve our money for our own advertising, especially after hiring Mr. Distl's PR firm. Tom McMurray made a motion to postpone any allocations at this time due to our own advertising efforts. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Mary Jo Brubaker, representing the Woolly Worm Festival presented the board with a grant request of \$4,000. The board noted the paperwork was not filled out correctly and because of that did not know what the money was going to be used for. Ginger Hansen made a motion to table the request until the board knows what the \$4,000 will be used for. Shannon Maness 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