

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Friday, June 26, 2015 – 2:30pm

MINUTES

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

Staff Present: Rick Owen, Nancy Owen

Chairman Dunn called the meeting to order at 2:30pm

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

New Business

Hannah Pumphrey, with Hue & Tone Design, who has been working on the new logo design, was present at the meeting to discuss the logos. Two logos were presented to the board with different versions giving the board five options to choose from. Ginger, Craig and Nancy had been meeting throughout the logo process and have narrowed it down to these two. Ginger stated she likes option 1 version 1 best. Tom McMurray and Shannon Maness stated they like option 2 version 1 best. Mike Dunn agreed with Tom and Shannon and like option 2 version 1. Chairman Dunn stated he thinks it a cleaner logo and will work better for merchandising if we ever wanted to go that route. Ginger Hansen stated it is common practice to have 2 logos. Ms. Pumphrey agreed, but said they need to relate to each other. She likes option 2 version 1, but thinks North Carolina needs to be bigger so it will show up better in ads. The board agreed option 2 version 1 is the choice, but will keep option 1 version 2 for other things. Ms. Pumphrey will make sure the fonts match on both logos.

The next order of business was discussion of url's. Nancy Owen has purchased ilovebannerelk.com, enjoybannerelk.com and escapetobannerelk.com. She has been in contact with the man that owns bannerelk.com about purchasing this domain name. It is for sale for \$7000. Nancy has negotiated the price to \$4000. She will continue to try to purchase this domain name. If the sale fall through, the board agreed to go with escapetobannerelk.com.

Rick Tobin, from the Mountain Times, has contacted Mrs. Owen about the TDA placing an ad in the Autumn Times. The board placed a merchant ad and map and helped the merchants with the cost of the ad. Ginger Hansen stated she thinks the board should just do a tourism ad and not a merchant ad. Mrs. Hansen also stated she thinks the board needs to give Craig Distl an advertising budget and let Craig decide where we should advertise. Mike Dunn agreed and said he would like to see more money spent off the mountain in advertising. The board agreed at this time, not to advertise in the Autumn Times.

Craig Distl has asked the TDA to pay \$398 for an airline ticket for a TV crew from Cleveland, Ohio who will be doing a promotional piece on Boone, Banner Elk and Beech Mountain. They will be doing 4 segments in Banner Elk and the show will run in the Ohio market. Tom

McMurray made a motion to pay the \$398 for the plane ticket. Ginger Hansen seconded the motion. The vote was unanimous and the motion carried.

Nancy Owen mentioned we are going to need additional pictures for the website and to use in advertisements. She will contact Todd Bush to find out about taking pictures on July 4th.

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