

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, July 28, 2015 – 3:00pm

## MINUTES

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

Members Absent: Ginger Hansen

Staff Present: Rick Owen, Nancy Owen

Chairman Dunn called the meeting to order at 3:00pm

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 May & June 2015 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

Rick Owen, Town Manager gave the board a financial update. He reported that collections are up roughly \$7000 this past fiscal year.

### New Business

Craig Distl, of Distl Public Relations, was present at the meeting to discuss a marketing budget. The board would like to give Craig a “concrete” number to work with to form his budget. Chairman Dunn threw out the number \$15,000 per trimester for Craig to work with. Tom McMurray made a motion to spend \$15,000 for 3 trimesters for a total of \$45,000, with an additional \$2000 per trimester to be spent on design work. This would total \$17,000 for trimester and \$51,000 for the year. Les Broussard seconded the motion. The vote unanimous and the motion carried. Chairman Dunn would like to add the public relations portion to Craig’s contract. This would be an upgrade to option 1, which the board had previously voted on that included Mr. Distl only doing marketing work for the TDA. This would add an additional \$1100 per month to Mr. Distl’s contract for a total of \$2500 per month for marketing and public relations work. Tom McMurray made a motion to upgrade Craig Distl’s contract for an additional \$1100 to \$2500 total per month. Les Broussard seconded the motion. The vote was unanimous and the motion carried. Discussion was then had on the TDA purchasing a camera for Nancy Owen to use at events in Banner Elk and would be easily uploaded to the new website. Tom McMurray made a motion to approve \$400 for the purchase of a new camera to be used for promotion purposes and to be kept in Town Hall for the benefit of the TDA. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

### Funding Requests

Allen Bolick, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$450 to reprint the map of Banner Elk. Les Broussard made a motion to grant \$450 for map reprinting. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

JoAnn McMurray, representing the Greater Banner Elk Heritage Foundation, came before the board with a request of \$1000 to help with advertising the museum and updating their website. Les Broussard made a motion to grant \$1000 to GBEHF. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

### Old Business

Craig Distl, presented the board with mock-up website images. The board agreed they like image #6. Mike Dunn would like restaurants only in Banner Elk town limits to be listed on the website. Les Broussard likes the idea of opening up the restaurants to outside the town limits. The board agreed to extend the restaurant listings to outside the town limits. Craig also reminded the board of a need for an 800 number. Mike Dunn will check with Manager Owen to make sure it's ok for phone to ring at Nancy's desk.

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