

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, October 13, 2015 – 3:30pm

## MINUTES

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

Members Absent: Les Broussard

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 July 2015 Minutes

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

### Financial Report

Rick Owen, Town Manager gave the board a financial update. He noted that total shown doesn't include monies still left to be distributed and Craig Distl's budget of \$51,000 isn't taken out of the total.

### New Business

Craig Distl, of Distl Public Relations, was present at the meeting to update the board on what he has been working on. Craig presented the board with mock-up ads and color charts done by Hannah of Hue & Tone. This way, the board can choose what font, style, and colors they like and it will give Hannah a direction we want to go in so we can have consistent ads. Craig also gave a report on the Google analytics statistics from the website. The website is seeing lots of traffic, especially considering it just went live. He was very happy with the numbers from Google analytics. A marketing budget of how Craig is planning on spending the first quarter money was presented to the board. The budget will be spent mostly between print ads, billboards, ad design and visitnc.com.

Ted Silver, Chairman of the Bicycle and Pedestrian Committee, updated the board on an event he is planning. Mr. Silver is putting together the first annual High Country Outdoor Expo to be held the same weekend as the Beech Mountain Metric. The event will be on the grounds of the Historic Banner Elk School. Mr. Silver is hoping get vendors from every outdoor sport and would like this to be a kick-off to the summer season. He will be forming a committee in the near future to help with organizing the event. The event will be May 21-22, 2016

### Funding Requests

Trunk or Treat submitted a grant request in for \$2900 to help with cost associated with the event. The board had discussion on what it had given in previous years. Board members definitely wanted to help, but feel that \$2900 is a lot of money for this event that doesn't bring in any tourist. Ginger Hansen made a motion to grant \$1000 to Truck or Treat. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Mary Jo Brubaker, submitted a grant request on behalf of Woolly Worm Festival in the amount of \$4000. This money would help with advertising the festival. Discussion was had on why the WWF needs help with advertising. It was noted they are trying to reach new areas, where it hasn't been advertised much before. Ginger Hansen made a motion to grant \$3000 to WWF. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Lees McRae College submitted a grant request for \$5000 to help with homecoming expenses and activities. At the time of the meeting, homecoming had already been held. Discussion was had on why the TDA would contribute, when this event doesn't necessarily bring in tourist, but people that already know about Banner Elk. Tom McMurray made a motion to table the request. Shannon Maness 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, Mike Dun made a motion to adjourn the meeting. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,

Nancy Owen