

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, January 26, 2016 – 3:30pm

MINUTES

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

Members Absent: 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 Oct 2015 Minutes

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

Financial Report

Rick Owen, Town Manager gave the board a financial update. Mr. Owen updated the board on monies collected. He stated that as of 12/31/15 the board had spent 35% of what was budgeted and collection was at 56% of what was budgeted for the fiscal year. He also handed out the monthly collection sheet. He informed the board that even with a bad December, they were still ahead of years past.

New Business

Misty Watson of Misty Watson CPA, gave the board an update of the FY 2015 budget. She stated the financial position of the TDA remains strong. The total assets of the TDA exceeded its liabilities at the close of the fiscal year by \$187,170. The fund balance increased by \$62,820 for the year, with the majority of the increase due to expenditures being \$130,038 under budget. Also occupancy tax revenues collected were \$5138 over budget. The TDA's available fund balance was \$172,133.

Craig Distl, of Distl Public Relations, was present at the meeting to update the board on what he has been working on. He gave an update on website visits, which has been 7204 from 9/17/15 thru 1/24/16. He stated this is a really high number and the website is getting lots of visits. Most of the visits are coming from NC, then FL, GA, TN & SC. Most traffic is still coming from townofbannerelk.org and then visitnc.com. He also stated he had just started using Google Ad Words, which will help with the ranking of the website. Banner Elk will be co-hosting with the Town of Beech Mountain, a tourism day on April 21, 2016. The state tourism board will be in Banner Elk to answers questions from any tourism related business. This will be held at the Best

Western and is a great tool to help businesses with tourism related issues and how to increase their business.

Funding Requests

JoAnn McMurray, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$1000 to help with expenses related to Christmas in the Park. Ginger Hansen made a motion to grant \$1000 to BECC. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Erika Siegal, representing Pet Fest, came before the board with request of \$2787.95 to help with advertising and promotion costs. The board asked Ms. Siegal about the income she makes from the festival. She stated she makes roughly \$11,000 in income. After expenses, she donates what is left to local animal shelters. She donated back approximately \$4800 last year. Tom McMurray made a motion to grant \$2000 to Pet Fest. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Tom McMurray made a motion to go into closed session. Les Broussard seconded the motion.

With no further business, Les Broussard made a motion to adjourn the meeting. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,

Nancy Owen