

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, April 20, 2016 – 3:30pm

## MINUTES

Members Present: Mike Dunn, Tanya Philyaw 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 amend the agenda. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

### Consideration of the Jan 2016 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. Mr. Owen updated the board on monies collected and stated the board had a fund balance of \$265,711.00. He also handed out the monthly collection sheet.

### New Business

Chairman Dunn welcomed new Board Member Tanya Philyaw, the new Lees McRae College representative. She will replacing Ginger Hansen on the board.

Manager Owen informed the board they need to do a budget ordinance for FY 2016-2017. He stated there needs to be a public hearing on the budget and it could be done at the June Council meeting. The budget ordinance then needs to be passed by the June 30, 2016. Manager Owen suggested they recess this meeting to May 9<sup>th</sup> @ 5:30pm to call for the public hearing. This would be right before the Town Council's regularly scheduled June council meeting.

Craig Distl, of Distl Public Relations, was present at the meeting to update the board on what he has been working on. He passed out website analytics and stated he is very pleased with the number of hits the website is receiving. The bounce rate is really low, which is really good. The majority of visitors to the website are from North Carolina, Florida and Georgia. He also informed the board he has made the website more secure, which will give better protection and more accurate data. Mr. Distl also presented his Spring/Summer marketing and advertising budget of \$17000. Tom McMurray made a motion to approve the budget. Shannon Maness seconded the motion. The vote was unanimous and the motion carried. Mr. Distl also brought before the board his idea of doing a media tour. It would be held sometime in late July. The

TDA would be responsible for lodging, meals, etc. The board agreed it was a good idea and would be in support of doing a tour.

### Funding Requests

Edgar Tufts Memorial Association came before the board with a request of \$10,000 to help with operating costs of Wildcat Lake. The board has several questions about the lake and rumors of it being for sale. With no representative present, Tom McMurray made a motion to table the request until they can get answers from someone representing the lake. Shannon Maness seconded the motion. The vote was unanimous and the motion carried. Nancy Owen will contact someone at ETMA and inform them of the decision and the next meeting.

Janet Speer, representing Lees McRae Summer Theatre, came before the board with a request of \$5000-\$6000 to help with production cost. Summer Theatre is putting on Mary Poppins as one of the 3 plays they are doing this summer, and the rigging equipment needed for the play is very expensive. Tom McMurray made a motion to grant \$5000 out of the advertising portion of the budget and \$1000 out of the capitol portion for a grand total of \$6000 to LMST. Shannon Maness seconded the motion. The vote was unanimous and the motion passed.

Sheila Ruppard and Sam Guignard, representing Elk River Fishing Club, came before the board with a request of \$3000 to help with expenses related to the fishing derby the club hosts. The derby had previously been held at the Mill Pond in Banner Elk and Wildcat Lake. Due to reasons out of their control, the only place they have to host the tournament this year is the Elk River in Elk Park. Mike Dunn suggested a matching grant, since the event wasn't actually in Banner Elk. Tom McMurray made a motion to grant up to \$1500 in matching funds, with whatever total the club could raise between now and May 9<sup>th</sup> up to \$1500. Shannon Maness seconded the motion. The vote was unanimous and the motion carried. They are to report back on May 9<sup>th</sup> with a total of funds they raised.

Greater Banner Elk Heritage Foundation came before the board with a request of \$4000 to help with operating expenses. The board had several questions about their budget and with no one present at the meeting Tom McMurray made a motion to grant \$1500 for brochures and printing. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried. The board asked Nancy to explain to Meredith Olan from GBEHF about the budget and to come back with another request if need be.

JoAnn McMurray, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$480 to buy piano covers for the piano project the chamber is putting on. Six pianos have been painted and will put around town in various locations for people to play for free. Shannon Maness made a motion to grant \$480 to BECC. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Tom McMurray made a motion to recess the meeting to May 9<sup>th</sup> at 5:30pm. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,

Nancy Owen