

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, October 27, 2016 – 3:30pm

MINUTES

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

Staff Present: Rick Owen, Nancy Owen

Chairman Dunn called the meeting to order at 3:30pm

Les Broussard made a motion to add a closed session to the agenda. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Tom McMurray made a motion to accept the minutes as submitted. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Financial Report

Rick Owen, Town Manager, gave the board a financial update. Manager Owen reported that collections are up almost 20% for the year. He also informed the board that during the audit process the auditor suggested the TDA get their own credit card. The TDA has been using the Town's credit card for purchases. Tom McMurray made a motion to pursue obtaining a credit card for the TDA with a limit of \$4000. Expenses over \$1000 need to be cleared. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Old Business

Erika Siegal, from High Country Pet Fest, gave the board an update on how the event went. It was the 5th year for the event. Ms. Siegal reported she spent \$2252 on advertising and the event raised \$12,580.

Funding Requests

Alice Eggers Stone, representing Trunk or Treat submitted a request for \$1000 to help with the expense related to Trunk or Treat. The Ladies Auxiliary from the Banner Elk Volunteer Fire Department is heading up Trunk or Treat. Tom McMurray made a motion to grant \$500 to help with advertising expenses for Trunk or Treat. Les Broussard 2nd the motion. The vote was unanimous and the motion carried.

Blaine Hansen, representing Lees McRae College, came before the board with a grant request of \$4,158 to help with a Winter Initiative print campaign for LMC. The money would be used to buy print and digital ads in local magazines, visitor guides and different websites online. Tom McMurray made a motion to grant \$1500 for media ads with the stipulation the TDA logo is

used in all ads and the board would like to see the ads beforehand. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Doug Owen, representing Avery County Cycling Club, came before the board with a grant request of \$3000 to help with the cost of building a pump track. Mr. Owen has built a mountain bike track at the Banner Elk School that is open to the public. He is starting a middle school and high school mountain biking team. The modular/wooden pump track would be free and open to everyone. Les Broussard asked who will maintain the track with Mr. Owen answering himself and his son. It will be built on school property and considered school property. The board was worried about liability and would like to see engineering plans for the track. Chairman Dunn would like to consult with the Town's Attorney about the TDA's liability if they give money towards the project. Mr. Owen is going to talk to Sugar Mountain TDA and approach them for a grant as well. Mr. Broussard would like something from the Superintendent saying they have approved the project and something from Mr. Owen that you will maintain the track for x number of years. Chairman Dunn thought it be best to table this request until we have further guidance from the Town Attorney and get a letter from the Superintendent of Avery Co.

New Business

Nancy gave the board an update on the Cycle NC event that Banner Elk hosted. Over 1000 bikers came to Banner Elk for the start of a 7 day ride to the coast. The TDA was responsible for providing entertainment and having a host tent during the day. It was a great event and we hope to be the host town again in a couple of years.

Tom McMurray made a motion to go into closed session. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Tom McMurray made a motion to come out of closed session. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Tom McMurray made a motion to grant a one-time check of \$500 to Nancy Owen for her work on the Cycle NC event. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Craig Distl, from Distl PR, updated the board on what he's been working on. He shared with the board the Google analytics from our website. Traffic is still very strong on the site, with 83% new traffic in the last month. He informed the board he has been talking with JoAnn McMurray, President of the Banner Elk Chamber of Commerce, about changing the name of "Christmas in the Park" to something else. He and JoAnn will brainstorm for a new name. He also thought it was important to have a lodging/Christmas tree special to promote on the website.

Mike Dunn asked the board about setting a cap for non-income producing events. Tom McMurray liked the idea and suggested a \$500 cap and can always review it and raise it at a later date. Les Broussard suggested a term/time limit we will give to an event. Mike Dunn made a motion no organization can ask for a grant for more than 3 years, unless we are a named sponsor. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

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

Respectfully Submitted,

Nancy Owen