

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, January 25, 2017 – 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

Shannon Maness made a motion to approve the agenda. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Tanya Philyaw made a motion to approve the minutes as submitted. Tom McMurray 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 from previous years, even with a mild winter.

Funding Requests

Rick Owen, representing the Town of Banner Elk, came before the board with a request of \$2500 to go towards the matching grant for the Historic Banner Elk School. An anonymous donor donated \$25,000 and the town has to match in order to receive the funds. The money will be used to pay off the debt at the HBES. Shannon Maness made a motion to grant \$2500 out of the 1/3 capital fund. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

New Business

Town Auditor Misty Watson gave the board an update on the audit findings. The audit went very smoothly, with assets exceeding liabilities by \$56,899 from previous year. Tanya Philyaw made a motion to enter into an audit contract with Misty Watson, CPA for 2017-2018. Shannon Maness 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 website with visits up almost 200%, which has tripled the number of visitors. Mike Dunn asked if top city visits change by season. Craig is not sure, but will look into it. The winter advertising budget is coming in a few thousand under budget, but will carry over to the spring budget. We are doing a big spread in the Winston Salem Monthly magazine, and several local business owners have been interviewed for the piece. Billboards are still running in Charlotte and Raleigh, NC. Nancy

Owen recently did a piece with Out and About, a travel segment on WRAL.com. It will be coming out the first of February.

With no further business, Shannon Maness made a motion to adjourn the meeting. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Respectfully Submitted,

Nancy Owen