

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, April 26, 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

Tom McMurray made a motion to approve the agenda. Shannon Maness 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 the month of February was down from last year, but the winter was much milder this year.

### Funding Requests

Abigail Lord Ramsey, representing Edgar Tufts Memorial Association, came before the board with a request of \$10,000 to help with the running of Wildcat Lake. The lake is expecting an increase in numbers due to the closing of the Newland pool. New sand will be brought into the beach area. Tom McMurray made a motion to grant \$10,000 in 2 payments, with \$5000 coming out of capitol and \$5000 from advertising/promotion. Tanya Philyaw second the motion. The vote was unanimous and the motion carried.

Erika Siegal, representing Pet Fest, came before the board with a request of \$2316.85 to help with advertising the festival. Last year the festival donated \$6800 to local animal charities. Tom McMurray made a motion to grant \$2316.85 to Pet Fest. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried.

Janet Speer, representing LMST, came before the board with a request of \$5000 to help with the cost of putting on the summer plays. Shannon Maness made a motion to grant \$5000, with \$4000 coming from advertising/promotion and \$1000 from capitol improvement. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Gary Smith, representing Ensemble Stage, came before the board with a request of \$3000 to help with advertising the new stage company located in the Historic Banner Elk School. Ensemble Stage has moved into the school and will provide year round arts to the community. Tom

McMurray made a motion to grant \$3000 to Ensemble Stage. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

#### New Business

Craig Distl, from Distl PR, updated the board on what he's been working on. Craig shared articles that had been written through our media outreach. He informed the board that after meeting with Nancy Owen, they decided to do another media tour. It will be the same time as last year July 20-22. Craig also informed the board he had taken a class on Google Ad Words and it should help increase website traffic.

Nancy Owen presented to the board the new grant funding application request she had put together. She completely redid the application and suggested to the board they redo the grant process. It was suggested that Fall and Spring meetings be for grant requests. Summer and Winter meetings will only be for marketing/advertising discussions. The idea of having sub-committees was brought up to do pre-screening analysis of funding requests. Two teams of three would be formed to filter requests. The teams will then decide if they have further questions from the applicant and if the applicant need be at the meeting. Shannon Maness made a motion to adopt the new grant funding application request. Tanya Philyaw seconded the motion. The vote was unanimous and the motion carried. Tom McMurray made a motion to adopt the manner in which we accept grant applications. Application requests will be granted at the Spring and Fall meetings with grants due 30 days prior to meeting date. Winter and Summer meetings will be marketing and advertising meetings only. This will be effective July 2017. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

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

Respectfully Submitted,

Nancy Owen