

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, April 11, 2018 – 4:30pm

MINUTES

Members Present: Mike Dunn, Tom McMurray, and Shannon Maness

Members Absent: Les Broussard, Blaine Hansen

Staff Present: Rick Owen, Nancy Owen

Chairman Dunn called the meeting to order at 4:30pm

Chairman Dunn asked for the audit discussion to be moved under the financial update. Tom McMurray made a motion to approve the agenda with the changes. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

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. Manager Owen reported that collections are up from last year. Manager Owen also presented the board with the audit contract with Misty Watson, CPA. Mrs. Watson has done the TDA audit for the last couple of years. Shannon Maness made a motion to approve the audit contract with Misty Watson. Tom McMurray seconded the motion. The vote was unanimous and the motion carried.

Funding Requests

Janet Speer, representing LMST, came before the board with a request of \$5000. \$4000 would go towards promotion and advertising the summer theatre and \$1000 would be for sound panels for Hayes Auditorium. Tom McMurray questioned whether the TDA should be approving a capital improvement that will only benefit the college. After discussion, Tom McMurray made a motion to grant \$5000 to LMST. \$4000 out of the advertising/promotion 2/3 budget and \$1000 out of capitol improvements. The vote was unanimous and the motion carried.

Jean Webb, representing the Greater Banner Elk Heritage Foundation came before the board with a request of \$3,084.63 to help with advertising the Banner House Museum. This money will also help with the lecture series in the Book Exchange. Tom McMurray made a motion to grant \$3100 to the GBEHF. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Gary Smith, representing Ensemble Stage, came before the board asking for any amount of money to help buy air conditioning units for the theatre. Chairman Dunn asked if the units would stay with the building should Ensemble Stage ever move. Manager Owen said the units would stay. Ensemble State would be responsible for paying the electric bill. Tom McMurray

made a motion to grant \$8000 from the capital improvement fund with another \$8000 loan to be paid back to the TDA should ES receive any additional funds for the air conditioning units. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

The Book Exchange in the Historic Banner Elk School came before the board asking for \$3000 to help with their operating budget and advertising. Tom McMurray made a motion to grant \$3000 to the Banner Elk Book Exchange. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

New Business

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. Traffic is up 20% on the website. He also informed the board he is doing a big push for the Theatre lodging packages and will be contracting with Todd Bush to get some updated lodging pictures.

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