

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, July 19, 2018 – 3:30pm

MINUTES

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

Members Absent: Les Broussard

Staff Present: Rick Owen, Nancy Owen

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

Tom McMurray asked to move the financial update after the funding requests. 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 of the April 2018 and June 2018 meetings as submitted. Blaine Hansen seconded the motion. The vote was unanimous and the motion carried.

Funding Requests

Allen Bolick, representing the Historic Banner Elk School Golf Tournament came before the board with a grant request of \$1000 for 2nd Place sponsorship of the golf tournament. Nancy Owen asked the amount be amended to \$1500 to also cover the golf balls that will be given out at the tournament. The TDA's logo will go on the ball. Tom McMurray made a motion to grant \$1500 to the HBES Golf Tournament for sponsorship and golf balls. Blaine Hansen seconded the motion. The vote was unanimous and the motion carried.

Madison Cornwell, representing Edgar Tufts Memorial Association, came before the board with a grant request of \$10,000 to help with the cost of operating Wildcat Lake. The board asked several questions of Ms. Cornwell and Greg Heaton also from ETMA, who said the lake is in constant need of repair. The board felt they didn't have enough information from the request exactly what the money would be spent for. Mike Dunn proposed the request be tabled until the board get a more detailed grant application and explanation of how the money will be spent. Tom McMurray made a motion to grant \$10,000 to ETMA contingent upon ETMA providing appropriate grant request application. Shannon Maness seconded the motion. The vote was unanimous and the motion carried. ETMA will resubmit the proper grant application.

Orrie Smith, representing the Banner Elk Police Department, came before the board with a request of \$4,000 to help with the purchase of a drone. Lieutenant Smith and Chief Hodges are both currently taking a pilots class to learn to fly the drone. The drone could be used to take pictures of festivals, traffic issues and can take thermal images. Tom McMurray made a motion to grant \$4,000 for the drone, contingent upon the BEPD getting the remainder of the money for

the drone from other sources. 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 for the month of May were down from last year, but collections for the entire year should be up from last year about 10%.

New Business

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. Traffic is up still up on the website. Craig is going to tweak and update the theatre package to do one more push trying to get the word out.

Blaine Hansen announced to the board he will be stepping down from the TDA. Lauren Foster, Marketing Director for LMC will be replacing Blaine.

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

Respectfully Submitted,

Nancy Owen