

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Thursday, November 1, 2018 – 3:30pm

MINUTES

Members Present: Mike Dunn, Shannon Maness and Les Broussard

Members Absent: Tom McMurray, Blaine Hansen

Staff Present: Rick Owen, Nancy Owen

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

Mike Dunn asked to add Allen Bolick to the agenda after Craig Distl. Shannon Maness made a motion to approve the agenda with the changes. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Les Broussard made a motion to approve the minutes of the July 2018 meeting as submitted. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Rick Owen gave a brief financial report and stated that collections continue to increase. The board is in good financial shape and hopefully collections will continue on the upward trend.

Funding Requests

JoAnn McMurray representing the Banner Elk Chamber of Commerce, came before the board with a request of \$1800 for Small Town Christmas. This money would be used to buy 3-4 small light displays to go in the park. Les Broussard made a motion to grant the \$1800. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Madison Cornwell, representing Edgar Tufts Memorial Association, came back before the board with an updated funding request application. Mrs. Cornwell had been at the July meeting asking for money for Wildcat Lake. The TDA Board asked for an updated application and better explanation of what the money would be used for. The money will help with dock repair, beach erosion and some capital improvement items such as picnic tables and grills. A new sign will be made recognizing BETDA as a major contributor of Wildcat Lake. Les Broussard made the motion to grant \$10,000 from the capital improvement fund to ETMA. 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. Craig presented the board with the 20 page picture spread of Banner Elk in Our State Magazine and Spark Magazine cover story. For the first time since launching the new website traffic is down just a slight bit. Craig thinks this could be due to the 2 hurricanes that severally impacted the states where we draw many tourists from. Craig's contract is up and asked the board for a new contract with a \$100/month raise. Les Broussard made a motion to increase his salary \$100

month. Shannon Maness seconded the motion. The vote was unanimous and the motion carried.

Allen Bolick, representing the Historic Banner Elk School Golf Tournament thanked the board for their support and sponsorship of the golf balls for the tournament.

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

Respectfully Submitted,

Nancy Owen