

# BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, January 30, 2019 – 3:30pm

## MINUTES

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

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

Shannon Maness made a motion to approve the minutes of the Nov 2018 meeting as submitted. Lauren Foster 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

Janet Speer, representing Celebrating our Heritage of Service Committee submitted a grant application asking for \$1500 to help with picture poster boards promoting the history of Edgar Tufts. This summer the Heritage of Banner Elk and Edgar Tufts is being celebrated. Lees McRae Summer Theatre is doing a play about Edgar Tufts. The picture poster boards Mrs. Speers is creating will hopefully get people interested in the heritage of BE and Edgar Tufts. Tom McMurray made a motion to grant \$1500 to fund the poster boards. 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. The bounce rate is still good and the sessions are up. Website traffic continues to be strong. AAA Carolinas Magazine has an article coming out about Banner Elk. Mayor Lyerly will travel to Charlotte and be on the TV show Carolina Business Review on PBS. She will talk about Banner Elk and everything going on. We are waiting on snow to run our winter snow blitz commercials.

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

Respectfully Submitted,

Nancy Owen