

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, Oct 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 July 2019 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 Audit is complete and will be presented at the next meeting.

Funding Requests

Dr. Katie Wall representing LMC Outdoor Recreation Program, came before the board with a request of \$2000 to help with the new classroom that will be located at Beech Mountain Resort. This classroom will service college students that are participating in the ski minor program now offered at LMC. There are currently 19 students enrolled with both Business and Recreation students and they expect that number to increase. Shannon Maness made a motion to grant \$2000. Tom McMurray seconded the motion. The vote was unanimous, and the motion passed.

Doug Owen representing Cycle 4 Life, came before the board with a request of \$1500 to help with advertising an overnight race camp he is hosting this year. The camp should bring in college coaches and racing athletes. 7 colleges are already committed to coming. This will be the first time offering this kind of camp with lodging options available at a special rate. Tom McMurray made a motion to grant \$1500 contingent upon verification of it being an insured event and include TDA marketing material in all flyers. Shannon Maness seconded the motion. The vote was unanimous, and the motion passed.

Gary Smith representing Ensemble Stage came before the board with a request of \$8000 to help with advertising and promotion of Ensemble Stage. Tom McMurray made a motion to grant the request in 2 different payments. \$4000 now and \$4000 in 2020 prior to spring meeting. 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. Visit's to the website are up 34%, with people visiting more pages and page views up 46%. The shopping section to the website was recently updated as well with new pictures and info.

Town Manager Rick Owen asked the board about supporting a downtown WIFI project last year. The board said they were interested in the project and would be willing to help with some of the cost. The project is ready to move forward with a vendor having been secured. They will provide the engineering of the project and provide software that tracks users, or whatever info we want. We can do a log in page with businesses buying advertising on it. Tom McMurray made a motion to commit to supporting this project up to \$15,000 for the first year and rendering ongoing support as long as the project is deemed valuable. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

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

Respectfully Submitted,

Nancy Owen