

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, Feb 26, 2020 – 3:30pm

MINUTES

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

Members Absent: Les Broussard, Tom McMurray

Staff Present: Rick Owen, Nancy Owen

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

Shannon Maness made a motion to approve the agenda as stated Lauren Foster seconded the motion. The vote was unanimous and the motion carried.

Lauren Foster made a motion to approve the minutes of the July 2019 meeting as submitted. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

Nancy will follow up with Doug Owen about his grant he received and if he has the website up and running.

Rick Owen gave a brief financial report and stated that money in reserves is up, but collections were down. Collections are most likely down due to 2 reasons. One of the online collection agencies was down and behind in paying and another large payee stopped paying after realizing they should not be paying. Overall money is up for the year, we are just down for a couple of months.

New Business

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. December was an all time monthly high for visitors to the website. Website traffic is up tremendously across the board. We have doubled the number of visitors to the website in one year. We have had several good press articles recently. One about the ski minor at LMC and a nice article about Small Town Christmas.

Town Manager Rick Owen gave out last years Audit report prepared by Misty Watson CPA, PA. Assets of the Authority exceeded it's liabilities by \$493,434 at the end of the fiscal year. Net positioned increased by \$118,456. At the close of the fiscal year the fund balance was \$485,962. A very healthy amount. Manager Owen also asked the board for consideration of the Audit Contract with Misty Watson CPA, PA. \$2000 is the cost of the Audit. Lauren Foster made a motion to accept the audit contract. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

Manager Owen also updated the board on the Wi-Fi project the town is participating in. All hardware has been installed and is almost ready to go. Waiting to turn on Wi-Fi until we have signage, a homepage design and everything ready.

Manager Owen also asked Town Council to remove term limits of TDA Board Members. All terms will now expire in January.

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

Respectfully Submitted,

Nancy Owen