

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, October 23, 2013 - 3:00PM

MINUTES

Members Present: Steve Chandler, Mike Dunn, Les Broussard

Staff Present: Nancy Owen, Rick Owen, Steve Smith

Chairman Chandler called the meeting to order at 3:00pm. A quorum was present for the meeting.

Mr. Chandler added Banner Elk Magazine agreement to the agenda. Mike Dunn made a motion to approve the amended agenda. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Consideration of the July 2013 Minutes

With no changes noted, Mike Dunn made a motion to approve both sets of minutes as submitted. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Financial Report

Steve Smith, Finance Officer, gave a financial report update. He presented the board with a copy of the financial audit.

Funding Requests

JoAnn McMurray, representing the Banner Elk Chamber of Commerce, came before the board with a request of \$2000 to help with expenses with Christmas in the Park. Mrs. McMurray is expanding her advertising zone to off the mountain. The money would help with billboard rentals off the mountain. Les Broussard made a motion to grant \$2000. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

Jim Wooten, representing Run for Wildlife Marathon, came before the board with a request of \$4000 to help promote and advertise the 2<sup>nd</sup> Annual Marathon. They are adding a fun run and other running opportunities this year. Mike Dunn made a motion to grant \$4000. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Juanita Cable, representing Trunk or Treat, came before the board with a request of \$1000 to help with advertising cost of Trunk or Treat. This is a free event open to all children. Les Broussard made a motion to grant \$1000. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

## Old Business

Richard McGuire and Toni Cook, representing the Banner Elk Chamber of Commerce, came before the board with an update on the BECC marketing campaign. Mr. McGuire thanked the TDA for their generous grant of \$24000, which paid for the marketing campaign. The campaign sent out approximately 1.2 million email blasts. 108 responded with interest. Brenna Carpenter, Marketing Coordinator for the Chamber, meet with approximately 22 people to give out gift bags. The blast did give the chamber a data base of contacts.

Rick Owen, representing the Town of Banner Elk, updated the board on the ongoing park expansion. The new picnic shelter is being built, with the new track finished. The greenway trail consultant has a draft report ready. Mr. Owen will share the report with the TDA, after he shares it with Town Council. Mr. Chandler proposed a resolution that the TDA is in support of the Greenway Trail. Mike Dunn made a motion to support the Greenway Trail extension and improvements. Les Broussard seconded the motion. The vote was unanimous and the motion carried. He also informed the board that AC PRIDE has its first tenant.

Abigail Lord, representing Wildcat Lake and ETMA, updated the board on the summer happenings at the lake. This year Appal Cart brought people from Watauga County to Wildcat Lake. They installed a new camera system, which saw the crime rate drop. They increased advertising and hope to do even more next year.

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

Respectfully Submitted,

Nancy Owen