

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Wednesday, July 17, 2013 - 3:00PM

MINUTES

Members Present: Steve Chandler, Mike Dunn, Les Broussard and Phillip Dean

Staff Present: Nancy Owen, Rick Owen and Steve Smith

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

Mike Dunn made a motion to approve the stated agenda. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Consideration of the March and April 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. Mr. Smith reported that collections are up for FY 2013 from the previous FY. He also reported that \$127,000 will be the revenue total on the audit. He presented the board with the audit contract. Mike Dunn made a motion to approve the audit contract. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

New Business

Ron Johnson, who was not present at the meeting, had sent the board an invoice for advertising the TDA has done on The Banner Daily. The invoice was for \$675 and covered the last week in January and the months of February and June. Mike Dunn made a motion to pay the \$675 invoice. Phillip Dean seconded the motion. The vote was unanimous and the motion carried. Mike Dunn also made a motion to advertise on The Banner Daily for the months of July through December 2013 at \$300/month. The invoice will be paid on a quarterly basis. Phillip Dean seconded the motion. The vote was unanimous and the motion carried.

Brittany Swain, Managing Director of Visitor's Information Channel, came before the board to remind the board of a video she produced for the TDA five years ago. She was hired by the previous board to commission a promotional video that ran on the VIC. Ms. Swain informed the board they could use the same video and run it in the Knoxville, TN market which reaches roughly 550,000 households. The video would air every Saturday night and approximately 2

other times through the week. The cost to run the video for a month is \$800. There would be no additional production cost as she would use the video made 5 years ago. The board asked Ms. Swain to provide them with a DVD copy of the video, which she is going to do.

Richard McGuire, President of the Banner Elk Chamber, gave the board an update on the market campaign the TDA funded. Four e-mail blasts have been sent out so far, with another four to be sent. The response of interested peoples improves with each blast. Brenna Carpenter, who is the marketing employee of the Chamber, has communicated with approximately 180 people so far. Mr. McGuire did say he knew of a few reservations that had been made. The board asked to see a copy of the e-mail blast and to get statistics from the blasts. Nancy Owen will get with Brenna to get the information.

Kyle MacNall, National Sales Director with AHB Productions, was introduced to the board by Richard McGuire. Mr. MacNall is a producer on a TV show called Dream Smart Home Buyers Edition. AHB productions have chosen Mr. McGuire to do a feature on him and his home building business. The show will air in Charlotte on the Fox channel, between the times of 11am-2pm. It will be a 30 minute segment. Mr. McGuire has offered 5 minutes of his show time to the TDA to advertise Banner Elk. AHB Productions would make a 5 minute video and a 30 second commercial for the TDA to use whenever or wherever they would like. The cost of production for the video would be \$7995. The board members commented they would like to see a video of previous shows they have done. Mr. MacNall said you can find all their work on YouTube. The board members are going to preview the videos and will let Nancy Owen know if they are interested in moving forward with the production. They felt at this time they could not make a commitment without viewing the video. Mrs. Owen will be in touch with Mr. MacNall to let him know what they decide.

Rick Owen, Town Manager of Banner Elk, updated the board on how things were going. The park project is still ongoing, with all the rain this summer hindering progress. The contract for the Greenway Trail expansion work has been signed. Ted Silver, Chairman of the BE Pedestrian and Bike Committee is heading the current phase of the project.

Funding Requests

Sylvia Hahn, representing The Forum, thanked the board for their \$2500 donation they made last year to Forum. The money helped with the making of a new logo and advertising. This year they are asking for \$2300 to continue to help with advertising. Richard Rhyne, President of The Forum, reported to the Board just exactly how the Forum works. It has been operating in Banner Elk for 34 years, bringing musical acts to the mountains. They are a non-profit organization, and give any money made to LMC Theatre Dept. He invited all the board members and their spouses to come any Tuesday evening to a presentation. Mike Dunn stated he would like to see how the money of the Forum ends up at the end of their season, before the board makes a decision. He

encouraged Mrs. Hahn to come back to the October meeting and let the TDA know what their figures are. The request was tabled until the October meeting.

Andrew Stackhouse, with Pirate Race Productions, had submitted a request for \$2000 for a bike race he is holding. Mr. Stackhouse was not present at the meeting. There was no motion and the request died.

Old Business

Phillip Dean reported back to the board on information he has gathered on rack cards. There are several different distribution companies that distribute rack cards. He is going to further investigate printing prices. Chairman Chandler stated he would like to see a motion to approve monies for rack cards. Mike Dunn made a motion to allocate up to \$5000 for Phillip Dean to design and produce rack cards. Les Broussard seconded the motion. The vote was unanimous and the motion carried.

Chairman Chandler reminded the board of the ads they have been running in Carolina Mountain Life and the Mountain Times Summer and Autumn editions. He asked the board if they would like to continue running these ads. The board agreed that they will continue running ads in both publications. They would like to get a glossy page ad in the Mountain Times Autumn edition. Phillip Dean made a motion to continue ads for the rest of the year. Mike Dunn seconded the motion. The vote was unanimous and the motion carried.

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

Respectfully Submitted,

Nancy Owen