

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, May 11, 2021 3:00 pm

MINUTES

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

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.

Tom McMurray made a motion to approve the minutes of the Feb 2021 meeting as submitted. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

Rick Owen gave the financial report. He passed out a proposed budget and reminded the Board they need to call for a public hearing at the next Town Council meeting. They will also need to schedule a budget approval meeting. Shannon Maness made a motion to call for a public hearing at the June 14, 2021 council meeting. Scott Garland seconded the motion. The vote was unanimous, and the motion carried. Shannon Maness made a motion to schedule a Zoom meeting on June 22, 2021 to adopt the new budget. Scott Garland seconded the motion. The vote was unanimous, and the motion carried. Manager Owen asked the Board to consider an audit contract with Misty Watson, CPA. She has been doing the audit for years now. Tom McMurray made a motion to contract with Misty Watson, CPA to do the audit. Lauren Foster seconded the motion. The vote was unanimous, and the motion carried. Manager Owen reported we are still seeing record collection rates.

New Business

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. Website traffic continues to be way up with a growth of 167% in new visits. The website had 178,000 page views vs. 63,000 this time last year. The website was recently updated and looks great.

Grant Request

Lees McRae Summer Theatre came before the board asking for \$6000 to help with advertising costs and extra covid safety supplies. \$4000 for advertising the plays and \$2000 to help with buying the extra safety supplies need to have the plays. Scott Garland made a motion to grant \$6000 to LMST. Tom McMurray seconded the motion. The vote was unanimous, and the motion carried.

LMC Outdoor Programming came before the board asking for \$4000 to help refurbish and reconstruct the Golf Disc Course. Currently there is a course on LMC property, but they would like to expand it to the Tate Evans Park. There is no formal plan from the Town at this time, but the Town is supportive of the idea. Tom McMurray made a motion to table the request until the

Board has more information needed. Scott Garland seconded the motion. The vote was unanimous, and the motion carried.

Kiwanis Club of Banner Elk came before the Board asking for \$2000 to help with the expenses of Party in Park. This event follows the 4th of July parade. Shannon Maness made a motion to grant \$2000 to Kiwanis. Lauren Foster seconded the motion. The vote was unanimous, and the motion carried.

Meredith Olan, representing the Greater Banner Elk Heritage Foundation, came before asking for \$2014.20 for advertising the Museum and modifying the walking tour and porch talks. Tom McMurray made a motion to grant \$2014.20 to GBEHF. Scott Garland seconded the motion. The vote was unanimous, and the motion carried.

Edgar Tufts Memorial Association came before the board with a request of \$10,000 to help with operating expenses of Wildcat Lake. Tom McMurray made a motion to grant \$10,000 for lake operations to be split into two payments. Scott Garland seconded the motion. The vote was unanimous, and the motion carried.

Gary Smith, representing Ensemble Stage came before the board asking for \$3200 to help with advertising costs. Tom McMurray made a motion to grant \$3200. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

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

Respectfully Submitted,

Nancy Owen