

## BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, August 31, 2021 3:00 pm MINUTES

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

Staff Present: Rick Owen, Nancy Owen

Chairman Dunn called the meeting to order at 3:00pm

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 May & June 2021 meetings as submitted. Shannon Maness seconded the motion. The vote was unanimous, and the motion carried.

Rick Owen gave the financial report. Manager Owen reported collections are way up above last years numbers. He also reported that several of the surrounding towns including Beech Mountain, Seven Devils and Sugar Mountain are looking at switching the occupancy tax distribution. It would flip the 2/3 advertising/promotion and 1/3 capital improvements distribution. This would involve state legislation and a resolution from the Town Council. The board would need to make a recommendation to Town Council. Manager Owen assured the board there would still be plenty of money to advertise with. Craig Distl had asked about an increase in his budget from \$18,000 every trimester to \$20,000. The board will look to increase in the future.

### New Business

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. Last years record for website visits has already been broken by a new record this year. Sessions are up 37% and users are up 31%. People are still looking for outdoor activities to do. Mr. Distl also updated the board on the video shoot that was completed in late July with money from the Covid grant. He also reran a Banner Elk commercial on WBTV-Charlotte.

### Grant Request

Tyler Burr with the Banner Elk Volunteer Fire Department came before the board with a request of \$2500 to help with the cost associated with a September 11 5K Memorial run the fire department was putting on. The money would cover the cost of t-shirts, advertising, and crowd fencing. Shann Maness made a motion to grant \$2500 for the run. Scott Garland seconded the motion. The vote was unanimous, and the motion carried.

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

Respectfully Submitted,

Nancy Owen