

BANNER ELK TOURISM DEVELOPMENT AUTHORITY

Tuesday, September 8, 2020

Zoom

MINUTES

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

Members Absent: Les Broussard

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.

Shannon Maness made a motion to approve the minutes of the May & June 2020 meeting as submitted. Tom McMurray seconded the motion. The vote was unanimous, and the motion carried.

Rick Owen gave a brief financial report and stated that collections for June were up 12.5% from last year and July was up almost 30% even with Covid-19. March, April, and May were all down from last year due to a moratorium on short term rentals due to Covid-19. July 2020 saw the largest collection month ever. There are several new online lodging taxpayers. The TDA is in extremely good financial shape.

New Business

Nancy Owen reported on a grant the TDA received through the State from the Cares Act. \$28,900 was awarded but it has to be spent on media campaigns through LGA, which is VisitNC advertising agency partner. Nancy and Craig will be working on what the money will be spent on.

ETMA returned the \$2500 grant they had received for Wildcat Lake due to the lake not opening this summer.

Craig Distl, from Distl PR, updated the board on Google Analytics from our website. Website traffic us way up, almost 45% in users and 50% in page views. This is amazing news, even with all the Covid-19 happenings. Craig is looking into possibly doing a lodging package with the Alpine Coaster. A video commercial was made by WBTV in Charlotte and has been running for a few weeks in Charlotte. We will own the commercial and can run it whenever we would like.

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