

MINUTES
August 31, 2005

I. Call to Order

Chairperson Smoot called the meeting to order at 9:30 a.m. Present were members Jim Brooks, Candi Catoe, Charlie Bureson and Rick Miller. The audience included Interim Town Manager Joe Perry, Mayor Rick Owen, Finance Officer Sally Rominger, Chamber Office Manager Peggy Coscia, Councilmen Gil Adams and Pete Chamberlin. Lori Cogan of The Tombras Group were also in attendance.

II. Consideration of Minutes

Mayor Owen asked that the minutes show that he discussed an employee for the TDA, not manager. Mr. Brooks moved to accept the minutes of July 27th as amended. Mrs. Catoe seconded the motion and it passed unanimously.

III. Financial Report

Sally Rominger reported that the revenue totals from the occupancy tax collected through September, 2005 was \$22,115.25. Mr. Bureson asked about flower maintenance prior to the holiday weekend to which Mrs. Rominger responded that the Authority had \$350 left in the flower maintenance line item. After a brief discussion the Authority asked Mr. Perry to contact the Lands Man to have the Town entrance areas attended to using the \$350 remaining in the line item. Mrs. Rominger did note that Mr. Pfohl had contact her about having Town maps reprinted. Mr. Brooks noted that they had found a printer with a much lower rate, 27¢ compared to 50¢ per map for the order in 2003. Mr. Piquet indicated that there were a number of mistakes on the current Town map and recommended that corrections be made prior to printing. After a brief discussion Mr. Bureson moved to approve spending up to \$1,000 for Town maps. Mr. Brooks seconded the motion and it passed unanimously. Mrs. Coscia was asked to contact the area businesses with regards to the number of maps they would like.

IV. Chamber of Commerce Report

Mrs. Coscia reported that The Tombras Group, working with photographer Todd Bush taken a number of photos for the advertising portfolio. Mrs. Coscia noted that the web site visits were up, however, the office visits were down for the month. Mrs. Coscia indicated that the Chamber Board had recommended the reinstatement of the Fall Decoration Contest. Mayor Owen presented the Chamber with the electric bill for the pig roast, the amount was \$283.00.

Mr. Brooks reported that Dena Miller had been hired as an assistant to Mrs. Coscia. Mr. Brooks also indicated that he had done some follow up on the video reproductions and found a company that would do 500 VHS tapes for approximately \$2.68 each, CD's for \$2.25. Mr. Brooks did not know if the CD's were the regular or mini size. Mr. Adams indicated that in 2002 Ski Beech had paid \$1.17 each for CD's, noting that they no longer gave them out, individuals were directed to the web site for that type of information. Mayor Owen asked that the Authority check the master tape for accuracy noting that the original may have contained information on tubing, which Ski Beech no longer offered.

Mr. Brooks, Mr. Burluson, Mrs. Catoe and Mr.

V. Other Business

- A. Follow up- Director/Chamber of Commerce** – Mr. Brooks reported that Peggy Coscia was now the head of the Chamber of Commerce, Office Manager. The Directors were planning to hire an assistant. Mayor Owen discussed the possibility of a TDA Director employed directly by the TDA. Mr. Brooks noted that Mr. Schorr had agreed to do the bookkeeping until other arrangements could be made. Mr. Burluson asked if the Chamber had any information with regards to a plaque honoring Lance Armstrong to be placed on Beech Mountain Parkway. Mr. Brooks noted that Mr. Pfohl was still looking into the matter. Mr. Burluson then noted that the Chamber had a web site and biking trail maps, however, none of the businesses on the mountain rented mountain bikes. After a brief discussion, the idea of purchasing some used bikes for the Chamber would be given further consideration.

- B. Tombras Group** – The Tombras Group requested print publication inquiries be forwarded from the Chamber to Melissa Scism at mscism@tombras.com. They also requested access to the Beech Mountain Chamber web traffic report. Mr. Schorr indicated that he would make arrangements to meet both requests.

Mrs. Cogan asked for discussion of the 2005-06 Proposed Media Plan presented at the June TDA meeting, which totaled \$70,000. The Tombras Group also presented a 2005-06 PR/Marketing Services Retainer to be billed at \$1,250 a month, which totaled \$15,000. After discussion, Mr. Brooks moved to direct The Tombras Group to revise both proposals to reflect a total media/marketing budget of \$74,850. Mr. Miller seconded the motion and it passed unanimously. They also requested a contingency advertising fund amount be included in that total. The Tombras Group will distribute the revised plan to the Authority and seek the Chair’s signature and/or approval within 14 days so that fall placement deadlines will not be missed.

Due to the current heat wave, which is expected to remain a factor for the remainder of the summer, the Authority also directed The Tombras Group to recommend additional promotional efforts be undertaken in August to promote Beech Mountain as

a cool summer destination. The thinking is that advertising for this promotion would be funded out of the contingency advertising line item to be built into the 2005-06 Media Plan that The Tombras Group is revising.

Outside of the agency's budget, the TDA set aside the remaining \$8,000 of the \$82,850 media/marketing budget line item for the TDA board to disperse as needed throughout the fiscal year.

The Tombras Group reported that press kits went out in June and follow-up phone calls were made to all reporters on the Beech Mtn media list, inviting them to visit or

seeing if they were interested in more information. These PR efforts resulted in WJHL (Channel 11 Johnson City, TN) sending Tim Cable to do a special feature on his show "Cable Country," which runs as a feature story during news shows throughout the day.

- C. *Follow up – Flower Maintenance Contract* – Mr. Burleson noted that the flower maintenance was contracted to The Landsman on an as needed basis.

VI. *Adjournment*

Upon a motion by Mr. Brooks, seconded by Mr. Miller, the meeting adjourned at 11:45 a.m.

Respectfully submitted,

Reba Greene