

MINUTES
March 29, 2006

I. Call to Order

Chairperson Smoot called the meeting to order at 9:35 a.m. Present were members Charlie Burleson, Candi Catoe, Alan Holcombe and Rick Miller. The audience included Town Manager Michael Boaz, Mayor Rick Owen, Councilman Gil Adams, Chamber Office Manager Peggy Coscia, Missy Scism of The Tombras Group, Jennifer Wiggins of Akins Crisp Public Strategies and Parks Committee member Jim Brooks. Councilman Pete Chamberlin arrived at 10:25 a.m.

II. Consideration of Minutes

Mr. Miller moved to accept the minutes of February 22, 2006 as submitted. Mr. Holcombe seconded the motion and it passed unanimously.

III. Financial Report – Michael Boaz – Mr. Boaz indicated that Mrs. Rominger’s report was provided in the packets and noted that it was anticipated that the projected amount for occupancy tax collections would meet the budget projections for the fiscal year. Mr. Boaz indicated that the enclosed Tombras invoices would require the usual initialing by the Chairperson. The Financial report was accepted as submitted.

IV. Chamber of Commerce Report

Mrs. Coscia reported: a) Mrs. Coscia indicated that the Chamber was still planning the women’s adventure weekend was planned at Jackalope’s on Friday, March 31st. b) The Chamber was collecting money from the businesses for ads in the TDA booklet as well as the Group Sales Brochure. c) The Chamber will be asking businesses for door prizes for the get together with the Banner Elk/Avery Chamber on May 25th. The event will be at the new Recreation Center by Buckeye Lake. d) Lisa Adams would need tents and a first aid station for the bike race scheduled for the fall. Mrs. Coscia noted that it would be a good idea to have a Lance Armstrong plaque in place for the fall bike event and also indicated that it would be a nice to invite Mr. Armstrong to Beech Mountain during the event. e) Approximately 3,000 information packets were mailed out, thanks to all who helped. f) Mrs. Coscia indicated that the deadline for the NC Christmas Tree Association booklet was April 19th. After a brief discussion Chairperson Smoot asked that Mrs. Coscia contact the businesses inviting them to coop on the project, the Tombras Group would create the ad. Mrs. Coscia’s report is on file. Mr. Brooks reported rentals from the Bristol Race: Inns of Beech –10 rooms, Pinnacle Inn, 90 people; Charlie’s 30%; Chalet Rentals – 7 rentals; Accommodations Center – 2 rentals.

V. Other Business

A. Tombras Group – Mrs. Scism, Account Executive with The Tombras Group, introduced Jennifer Wiggins with Akins Crisp Public Strategies. Mrs. Wiggins will start handling the press releases for Beech Mountain. After a brief discussion, Mr. Miller moved to sign a contract for the remainder of this fiscal year to transfer the billing from Tombras to Akins Crisp. Mr. Holcombe seconded the motion and it passed unanimously.

The Authority asked that the Tombras Group provide ideas for ski season promotions earlier in the year. Mrs. Scism noted that she has provided the Chamber with a sales sheet to begin selling ads for the new Visitors Guide. Total sales information will be presented at the April 26th meeting to discuss the finances of the brochure. Mr. Brooks inquired about the sparkfly account to which Mrs. Scism noted that the promotion was up until March 1st. Mr. Brooks asked about the state grant discussed at the February meeting to which Mrs. Scism indicated that it was not available.

Ms. Wiggins presented the Tuesday Hikes press release and indicated that a final version would be ready for review the week of April 3rd. Mrs. Scism reported that the contract with Our State Magazine had been finalized and the ad would be in the July, October and December issues.

- B. Schedule 2006/07 Budget Session** – Mr. Burlson volunteered to meet with the Finance Officer, Sally Rominger and Town Manager, Michael Boaz to start working on the Authorities 2006/07 Budget. The Authority agreed to meet on Tuesday, April 26th at 8:30 a.m. to discuss the budget issues.
- C. Cycle North Carolina Event** – Gil Adams reported a group would be in the area next week for a planning retreat. Mr. Adams encouraged everyone to visit the [NC sport.org](http://NC.sport.org) web site for further information.
- D. Recreation Center Update – Michael Boaz-** Mr. Boaz indicated that the facility was complete and the architect had done the final walk through. There were a few items on a punch list to be completed. The facility would be open May 1st with a grand opening mid May or the first of June. Mayor Owen noted that the Town's 25th Anniversary was on May 25th and Council had decided to hold a catered event at the Recreation Center. Mr. Miller suggested the Tombras Group put out a press release advertising the event.
- E. Flowers** – The Authority discussed the organization of the annual flower planting, noting that Fred's Mercantile had indicated a willingness to order the flowers for the Authority; the Authority does pay for the flowers the volunteers plant. Chairperson Smoot asked that the record note that he is not available to the coordinator and ask that a volunteer be found to take these responsibilities, no names were recommended.
- F. Sledding Hill Committee** – Mr. Brooks reported that even with the warmer weather, individuals were still using the sledding hill. Mr. Brooks asked that the snow gun, hay bails and mat be left in place. A lengthy discussion followed with regards to setting a standard open and closing time for the sledding hill, it was noted that weather was always a factor. Mayor Owen reminded the Authority that their responsibility to the sledding operations was to promote the operation and that the Parks/Recreation Committee would be asked to make decision as to when the hill would open and close. Mr. Burlson made a motion that the Authority not made decisions as to the opening and closing date of the sledding hill. Mr. Miller seconded the motion and it passed unanimously.

Mr. Brooks asked whose job it was to clear the snow around Town Hall, the Chamber office and the sledding hill. Mr. Boaz noted that the duty was not assigned to anyone.

After a brief discussion, Mayor Owen noted that they would have further discussion on the issue.

VI. Adjournment

Upon a motion by Mr. Burleson, seconded by Mr. Miller, the meeting adjourned at 10:55 a.m.

Respectfully submitted,

Reba Greene
