

MINUTES
October 26, 2005

I. Call to Order

Chairperson Smoot called the meeting to order at 9:35 a.m. Present were members Jim Brooks and Charlie Burlson. The audience included Interim Town Manager Joe Perry, Mayor Rick Owen, Finance Officer Sally Rominger, Recreation Director Rosemary Burnett, Chamber Office Manager Peggy Coscia, Councilmen Gil Adams and Pete Chamberlin. Bryce Holder, CPA, PA and Missy Scism of The Tombras Group were also in attendance.

II. Consideration of Minutes

Mr. Brooks moved to accept the minutes of September 28th amended, showing the sales price of maps to be 28¢. Mr. Burlson seconded the motion and it passed unanimously.

III. Audit Presentation – Bryce Holder, CPA, PA – Mr. Holder reported that the Tourism Development Authority's books were in order and the spending was within the designated guidelines. There were no questions for Mr. Holder and the report was accepted as submitted.

IV. Financial Report – Sally Rominger -

Sally Rominger reported that the revenue totals from the occupancy tax collected through October, 2005 was \$5,544. Mrs. Rominger indicated that the Tombras Group's bills were in the packet, after a brief discussion Mr. Brooks moved to pay the bills from the Tombras Group totaling \$3,077.08. Mr. Burlson seconded the motion and it passed unanimously. Mr. Burlson noted that Occupancy Tax collections were improving

V. Chamber of Commerce Report

Mrs. Coscia reported that the Chamber of Commerce would hold their annual meeting on November 17th at 6:00 p.m. in the up stairs of Jackalopes Restaurant. Mrs. Coscia also reported that the inquiries were down for the office and web visits were exactly the same as last year, 6,712.

Mr. Brooks thanked everyone for their participation in the 'Meet the Candidates' for the individuals running for Town Council. Mr. Brooks noted that the Council had hired someone to take care of the books and things were running smoothly in the office.

Chairperson Smoot asked when the Recreation Center would be opening to which Ms. Burnett explained that a grand opening date could not be set until the flooring had been installed.

VI. Other Business

A. Tombras Group –

Mrs. Scism, Account Executive with The Tombras Group, presented the new Spring/Summer ad for Beech Mountain. The ad was approved without changes by

the Authority. Mrs. Scism reported that the conversion study results were in with 147 responses received; results would be presented at the November 30th meeting. Mrs. Scism presented the PR Plan for 2006 noting that the yearly calendar included targeted outlets, editorial calendar opportunities for magazines, feature article ideas and event press release dates for local media. The Authority agreed on the following changes: 1. Add New York Times, Pinnacle Living and WBT to the targeted outlets. 2. Add a press release regarding the sledding hill to the November local press release schedule. 3. Touch base with Mrs. Coscia with regards to a Women's Weekend Adventure. 4. Add a feature story about the benefits of skiing and snowboarding for winter fitness. Mrs. Scism suggest that members e-mail her at mscism@tombras.com with additional outlets, feature stories or events that need to be added to the plan.

Mr. Burluson asked that the Authority consider advertising in the 'Our State Calendar' and Carolina Country. Mr. Brooks and Mrs. Coscia will look into the request and report back to the Authority.

The Authority discussed the options for the winter ski package and after a brief discussion, Mrs. Coscia was asked to contact the rental agencies to gather the information on the winter specials. Mrs. Scism will compile this information and present the on-line advertising suggestions at the November 30th meeting.

- B. *Sledding Hill Committee*** – Mr. Brooks reported that the sledding hill, weather permitting, was scheduled to open the first week in November. A new snow mat had been received and the straw would be delivered next week. A brief discussion regarding to the safety officers staffing followed, Mr. Brooks noted that he knew an individual who would be willing to work the part time hours should additional help be needed.
- C. *Christmas Lights*** – Mr. Smoot reported that volunteers would be meeting at the Four Seasons Inn on Thursday to prepare for the annual Town decorating. Mayor Owen asked that the group be given more specific instructions as to the type of decorating that the community had become accustomed to. Mr. Brooks noted that the key to the decorations was to order only what was to be used, which had been taken care of. Mr. Burluson made a motion that the Authority pay for the pizza for the volunteers. Mr. Brooks seconded the motion and it passed unanimously.
- D. *Beech Mountain Bog*** – Mayor Owen asked for an update for the bog, the Town had made a contribution to help preserve and promote the area. Mr. Brooks noted that Mr. Pfohl was on the Nature Board and indicated that he would ask Mr. Pfohl for an update.

VII. *Adjournment*

Upon a motion by Mr. Burluson, seconded by Mr. Brooks, the meeting adjourned at 10:45 a.m.

Respectfully submitted,

Reba Greene

