

MINUTES  
September 28, 2005

**I. Call to Order**

Chairperson Smoot called the meeting to order at 9:30 a.m. Present were members Jim Brooks, Candi Catoe, 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 Paul Piquet. Lori Cogan and Missy Scism of The Tombras Group were also in attendance.

**II. Consideration of Minutes**

Chairperson Smoot noted that the minutes had been corrected to show that Mr. Piquet had been in attendance. Mr. Brooks moved to accept the minutes of August 31<sup>st</sup> as amended. Mr. Miller 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 \$15,178 slightly less than last year's income for the same period. Mrs. Rominger indicated that the Tombras Group's bills were in the packet, after a brief discussion Mr. Miller moved to pay the bills from the Tombras Group totaling \$11,094.81. Mr. Brooks seconded the motion and it passed unanimously. Mrs. Rominger noted that Minors printing had sent a bill for approximately \$600 for street maps, approved at the August 31<sup>st</sup> meeting. Mrs. Rominger noted that \$170 had been collected to offset the cost of the street maps and more should come in as the Chamber sells the maps to the various realtors on the mountain. Mrs. Coscia indicated that the maps were sold for 37¢ each to businesses, noting that the street maps were given to visitors.

**IV. Chamber of Commerce Report**

Mrs. Coscia reported that she had met with Mrs. Cogan of The Tombras Group to work on the press releases for the upcoming events and, noted that they had also gone over the Winters Times ad. Mrs. Coscia indicated that calls continued to come in on the Autumn at Oz event, with the majority of responses from the smaller towns in the area. Mrs. Coscia reported that the guest inquires were down from 279 last year to 131 and the web visits were also down, 7,264 from 7,762 in 2004.

Chairperson Smoot asked about fall decorations and after a brief discussion, Mr. Brooks made a motion to spend up to \$100 for pumpkins and mums to use as decorations. Mrs. Catoe seconded the motion and it passed unanimously.

**V. Other Business**

**A. Follow up – Video Purchase**– Mr. Brooks asked if Mrs. Cogan could provide the Chamber with a master of the video noting that the Chamber had agreed it would be more economical to reproduce the video in house as needed. Ms. Scism indicated that she would review the information for accuracy and pass it on to the Chamber.

**B. Tombras Group –**

Mrs. Cogan announced that Melissa Scism had been promoted to Account Executive with The Tombras Group. Ms. Scism will be the Beech Mountain account executive, overseeing all work that flows through the agency. Mrs. Cogan noted that she would remain part of the team as Account Supervisor.

Mrs. Cogan reported that the conversion study had been mailed out, postage and mailing cost were \$864.95 and that the expenses would be covered by the Chamber.

The PR report for June, July and August was reviewed outlining the mailing of the event packet to travel writers, follow-up phone calls, the meeting to discuss PR initiatives and the Autumn at OZ press release.

Ms. Scism requested that the winter package from last year be discussed for use in the 2005-2006 season. Package ideas were discussed focusing on an "early season" offer. The Authority requested that Mrs. Coscia send out a form requesting that everyone respond with a specific offer to help determine how to proceed in marketing packages and offers online. We will continue discussions at the October meeting to finalize the offer. Soakupthesnow.com will continue to be the domain that will receive online traffic for these promotions.

Ms. Scism asked for an accommodations zip code analysis of visitors to get a better understanding of where the summer visitors are originating. Mrs. Coscia will contact all lodging chamber members requesting a zip code or state report covering June, July and August.

- C. Fireworks –** Mrs. Coscia reported that she had a verbal ok on the fireworks display for New Years Eve from Ski Beech; the estimated cost for the fireworks would be \$1,200. The Volunteer Fire Department would provide the personnel for shooting off the display. After a brief discussion, Mr. Miller moved to pay for the fireworks and the maps from the \$7,000 remaining in the contingency funds. Mr. Brooks seconded the motion and it passed unanimously.

**VI. Adjournment**

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

Respectfully submitted,

Reba Greene