

MINUTES
December 23, 2009

- I. Call to Order** – Chairperson Charlie Burleson called the regular meeting to order at 9:35 a.m. in the Town Hall Council Chambers. Present were members Rick Miller and Fred Barth. Candi Catoe arrived at 10:15 a.m. Also present were Town Manager Randy Feierabend, Assistant Code Enforcement Officer/Planner Jess Scott, Chamber President Jim Brooks, Chamber Assistant Office Manager John Troxler and Woody Stoudemier with Gotham Marketing Relations. There were a number of interested parties in the audience.
- II. Consideration of the Minutes** – Mr. Miller moved to approve the minutes of the November 25, 2009 Regular Meeting as submitted. Mr. Smoot seconded the motion and it passed unanimously.
- III. Financial Report** – Chairperson Burleson noted that the Financial and Occupancy Tax reports were not available due to the early meeting date.
- IV. Gotham Marketing Relations – Woody Stoudemier** – Mr. Stoudemier presented the revised Town brochure. The brochure is a three panel design with the Town logo near the top. Chairperson Burleson asked about making the brochure a self-mailer. After a brief discussion, the Authority proposed changes to the back panel. Mr. Stoudemier indicated that he would e-mail the revisions to the Authority for review. It was noted that the Chamber of Commerce did not have any brochures. Mr. Miller asked if the brochure would be printable from the web site to which Mr. Stoudemier indicated that it would be. Mr. Stoudemier passed out a page of ads that were scheduled to be on the visitnc.com, High Country Host, Ski Beech and the Chamber sites. Mr. Stoudemier indicated that the web changes were going well and he expected to see results in 2 months. Information was needed for the lodging portal page as well as an update list of events with a brief description. Mr. Barth noted that his Sunday Concerts were not on the list and asked that they be added. Mr. Troxler was asked to pass along the events list. Chairperson Burleson suggested that the Authority consider selling space on the portal page. Agencies or individuals that purchased space would have a link to their rental units. It would be the responsibility of the rental agency or individual to keep the information current. The lodging site would not be part of the Chamber of Commerce. The Authority discussed a price for a line listing and a separate price for a display add. Chairperson Burleson estimated from past experience, that 9 businesses would participate. Mr. Brooks expressed his concerns over businesses off the mountain wanting to participate to which Chairperson Burleson indicated that the Authority could not discriminate; the Chamber could limit their membership to the fire district, but the Authority was not allowed to limit who purchased ads.
- Mr. Stoudemier reported that he had discussed using Ski Beech's e-mail addresses with Gil Adams, who did not have an issue with sharing the e-mail addresses. Upon further contact with the Resort, Mr. Stoudemier had been told the Resort did not want to share the information. The Resort has approximately 15,000 opt-in e-mail addresses in their data base.

V. **Chamber Report**– Mr. Troxler asked if the Authority would consider funding the New Years Eve fireworks, approximate cost would be \$1,700. Mr. Miller moved to approve the expenditure for the New Years Eve fireworks. Mr. Barth seconded the motion and it passed unanimously. Mr. Troxler reported that the Chamber had held elections, the results were as follows: Jim Brooks President, Cindy Keller Vice-President, Bernie Kneepka Secretary and Judy Decker Treasurer. Mr. Troxler noted that the Chamber had not approved the proposed basket ball tournament. Chairperson Burleson noted that ‘y all magazine’ had a good article on Beech Mountain, copies were available.

VI. **Other** –

a. Mr. Feierabend reported that he had met with representatives from the Chamber, Police Department, Public Works and the Recreation Center on December 22, 2009 with regards to the parking problems at Town Hall. The heavy snow fall had resulted in people not being able to get to their perspective rentals and the sledding hill had a large number of visitors. The Town has received permission to use the Works of Wood parking lot for over flow parking. A written agreement is forth coming. Mr. Feierabend asked the Authority for recommendations to the parking issue.

VII. **Adjourn** – Mr. Miller moved to adjourn the meeting at 10:55 a.m. Mrs. Catoe seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene
Town Clerk