

Beech Mountain Tourism Development Authority
October 27, 2010

MINUTES

Chairman Smoot called the meeting to order at 9:35am

Minutes from August 25, 2010 meeting were reviewed, Candi Catoe moved to accept the minutes. Motion seconded by Gill Adams. All present approved the minutes. Minutes from the September 29, 2010 meeting were reviewed. Candi Catoe moved to accept the minutes. Judy Decker seconded the motion. All present approved the minutes

The Financial Report for September revenue and expenditures were reviewed.

Woody Stoudemier reviewed the marketing results to date. Woody reported on the meeting with Beech Mountain Resort, Inc. Woody suggested we develop a program for the National "Learn-to-Ski" Month in January. We reviewed a radio plan. A decision was tabled until the next meeting. Woody discussed the "Rewards Program." It was decided that until we could obtain broad merchant approval that we should not launch a program. There was discussion of the TDA Banner Ad on the Beech Mountain Resort website. Candi Catoe made a motion to purchase the banner ad. The motion was seconded by Gill Adams

Chamber Report: John Troxler reported that the Oz party weekend had gone quite well and the sale of on-line tickets had helped considerably. John reminded everyone of the going away party for Peggy Coscia. John reported that the Avery Centennial Committee was progressing with plans and that Beech Mountain was having a picnic in July 2011. John Troxler requested that the TDA fund the Chamber approximately \$960 for staffing through the end of November.

There was discussion of the TDA Coordinator position. We were not able to develop the full time position that we wanted. At this point in time the town is not able to assist with funding for a position. We agreed to establish a part time position that would work in the Chamber office but would answer to the TDA. We appointed Judy Decker and John Troxler as the committee to advertise and set up interviews for the position.

(see next page)

Other: It was discussed that the TDA would give Peggy a going-away gift. Fred Barth made a motion that we give her a \$200 gift card. The motion was seconded by Gil Adams. The motion carried.

Several of the visitors commented that the TDA website was still incomplete, and some of the information was not in the correct locations. Calder Smoot, Debbie Canady, and Fred Barth agreed to have a meeting to sort out the problems and have them corrected.

Tourism Directional Signage was briefly discussed. We need to meet with Randy Feierabend on this.

The meeting was adjourned at 11:42 am