

Beech Mountain Tourism Development Authority  
November 24, 2010

MINUTES

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

The new IDA coordinator, Beth Neuhauser, was introduced. Minutes from October 27, 2010 meeting were reviewed, Gill Adams moved to accept the minutes. Motion was seconded by Candi Catoe. All present approved the minutes.

The Financial Report for October revenue and expenditures were reviewed. The item entitled 'flower maintenance contract' for \$ 23,000 is not a real expense.

John Troxler asks about funds being placed in the Chamber budget for December and reminds the board that \$960 was given for November. There was discussion regarding funds to be placed back in the Chamber budget, and going back to original funding. Candi Catoe moves to go back to normal funding December-January, and John and Calder will meet for specific figures and re-evaluate at the January meeting. Fred Barth seconds. All approve.

Chamber Report: The Chamber had 444 visitors in the month of November. There have been complaints regarding what comes up when "Beech Mountain Chamber of Commerce" is Googled. There is lots of discussion and the subject changes. John Troxler reports that he is down to the last box of the "Elevate Yourself" brochures.

Website Update: Homepage and Lodging page need work as soon as possible. Woody Stoudemire and Beth Neuhauser will work on the website. Chairman Smoot has to leave. Candi Catoe takes over as chairperson.

Marketing Update: Woody Stoudemire stresses the importance of building a target list. Woody suggests doing a radio spot in Raleigh along with an E Blast to skiers. Woody suggests advertising in January and feels that the radio spot and E Blast compliment each other. Gil moves for the radio spot. Judy seconds. The motion passes for \$1,000 to be taken out for radio spot production.

Discussion changes to the loyalty card. This was tabled last time; many approaches were suggested for implementing a loyalty card program. 10% is the agreed discount to be received from participating businesses. One card per family and they must register giving their email address and pick up the card at the chamber once they arrive. Data collection is the most important aspect of this program followed by building loyalty. Businesses will decide if they wish to participate in this program or not. Judy Decker moves to approve, Gil Adams seconds. Fred Barth opposes.

Beech Mountain Resort has new brochures. Randy Feierabend enters and discusses the request by Lee O'Neil for the Hill Climb Race. After discussion, it is decided that if the

event is going to be held, it will be in the middle of May due to the inconvenience of re-routing traffic, complaints from residents, and lack of economic revenue. Next, Randy asks for new banners for the town entranceway as the current ones are 12 years old.

Other business: Terms of TDA Board Members were discussed. For Ski Fam, we are okay to do the same as last year, there will be 15 people maximum. High Country Mountain Vacation Planner will be tabled until Chairman Smoot is able to address the topic. The date for the December meeting will be held on Wednesday, December 15, 2010 at 9:30AM. Woody presents his bills. Gil moves to approve the bills. Fred seconds. All approve Woody Stoudemire's bills.

Meeting was adjourned at 11:48 AM on Wednesday, November 24, 2010.