

Beech Mountain Tourism Development Authority
December 15, 2010

MINUTES

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

Minutes from the November 24, 2010 meeting were passed out and reviewed, Candi Catoe moves to approve the minutes, Chairman Smoot seconds. All present approve the minutes.

The Financial Report for December is not complete yet; it is too early in December.

Chamber Report: John Troxler reports that the Chamber has seen 270 walk in visitors so far in the month of December. During the November annual meeting, Eric Jelinski and Talia Freeman were elected to the Chamber Board and Judy Decker was re-elected. Jim Brooks is President, Bernie Knepka is Vice President/ Secretary and Judy Decker is the Treasurer. He also requested up to \$300 for the purchase of a camera with video options. The camera will be an item on the agenda for the next meeting.

IDA Report: The issue of charging for banner ads and hyperlinks on the TDA website was discussed. It was decided that a banner ad will cost \$500 and a hyperlink will cost \$100 for the TDA website. Ski Fam is coming up and will be January 9-13th with the itinerary being similar to the one that was followed last year. The 3/2 deal was discussed where participating lodging companies will offer two free weekday lift passes with the purchase of a 3 night stay on Beech Mountain.

E-blast- The amount of states that can be seen from the top of Beech Mountain will be changed from 6 to 4. There was discussion about making the months of the 3/2 deal January and February. In the end the e-blast will be kept as February and March for the 3/2 deal.

Woody presents his bills for the radio spot and e-blast. Candi Catoe moves to pay the bills. Chairman Smoot seconds. Woody has a special request for the "Elevate Yourself" brochure printing bill. Candi moves to approve the printing bill and Chairman Smoot seconds.

Candi Catoe suggests starting a large festival on Beech Mountain with the aim of getting people to stay overnight on a typically non event weekend sometime in the summer. There was discussion about combining some of the smaller events into one weekend with several events. No verdict was reached.

The meeting was adjourned at 11:00 am