

Tourism Development Authority

Minutes April 28, 2010

- I. *Call to Order*** – Board member Calder Smoot called the regular meeting to order at 9:30 AM in the Town Hall Council Chambers. Present were members Gil Adams, Fred Barth, and Candi Catoe, Chairperson Charlie Burleson had requested to be excused from the meeting. Brian Barnes with Beech Mountain Club, Chamber President Jim Brooks, Greater Banner Elk Heritage Foundation representative Mary Frisbie, Cycle 4 Life Bike Shop owner Doug Owen, Woody Stoudemier with Gotham Marketing Relations and Genesis Wildlife Sanctuary President James True.
- II. *Consideration of the Minutes*** – Mr. Barth moved to approve the minutes of the March 31, 2010 Regular Meeting as written. Mr. Adams seconded the motion. The motion passed unanimously.
- III. *Financial Report*** – The Board was presented with the monthly figures for the occupancy tax collection. The Board also received the 2009/2010 budget figures ending 3/31/2010. Mr. Stoudemier presented two invoices for the upcoming Stay & Play promotional advertisement for Carolina Golf Magazine. Cost for the development of the ad totaled \$1590.00 and cost for placement of the ad totaled \$1529.41. Mr. Barnes representing the Beech Mountain Club told the Board that the club would be willing to pay ½ the cost of the ad. Mr. Adams made a motion to approve the payment of ½ the ad cost for the Carolina Golf Magazine. The motion was seconded by Mr. Barth. The motion passed unanimously.
- IV. *Gotham Marketing Relations – Woody Stoudemier*** – Mr. Stoudemier presented the Board with updates on the revised home and lodging pages of the Beech Mountain web site. Mr. Stoudemier discussed the advertising of the marketing idea of Stay & Play on Beech Mountain. He indicated that Carolina Golf Magazine has 81,000 readers and would be a good source for the promotional ad. Showed the Board three different style ads. Disclaimers would be needed for tee times since they are restricted to Saturday afternoon and Sunday morning and are not available for the month of July. Mr. Barnes answered questions on the Beech Mountain Club's \$50 offer to include green fee and cart for 18 holes of golf. Mr. Stoudemier presented two offers for discussion in regards to the golf and lodging promotion. They were "Free Golf" and \$79 Golf with Stay. After much discussion a motion was made by Mr. Barth and seconded by Mr. Smoot to have the ad in Carolina Golf

Magazine headline Free Golf and include under the headline the following. Offer includes 18 holes of golf. Stay and Play from \$79 a person, per day with a minimum two nights on Beech Mountain. Golf offer valid on Saturday and Sunday only in May, June, August, September and October 2010. The motion passed unanimously. The Board would approve the ad copy when submitted by Mr. Stoudemier. Deadline for the ad is Friday, April 30, 2010. The Board gave approval for Craig Distl to give a press release on the Stay and Play.

- V. **Chamber Report** – Mr. Troxler reported that the Chamber had a total of 130 visitors to date in April 2010. The section of I-40 west of Asheville that had been shut down by a rock slide had reopened Tuesday, April 27, 2010. The state was reporting that the lodging figures for North Carolina statewide through March 2010 were up 3.7% as compared to the same time period in 2009. The state is changing the Extranet System that fuels the visitnc.com and provides data for the NC Travel Guide to the new Partner Control Panel Database System. The summer billboard is up in Banner Elk. The Chamber has submitted its 2010-2011 budget to Chairperson Charlie Burlison.

VI. **Other --**

- a. **Cycle 4 Life Mile High Race Weekend Request** – Banner Elk Cycle 4 Life bicycle shop owner Doug Owen brought a request for support of the September 4-5, 2010 Cycle 4 Life Mile High Race Weekend. The event which begins at Sugar Mountain Village finishes on top of Beech Mountain. Mr. Owen indicated that the host lodging location was the Pinnacle Inn. Expectations are for 400-500 cyclist to participate in the two day event that offers a great opportunity to promote the area. Mr. Owen is requesting the sum of \$3000 from area TDA's to help with the promotion of the event. Any profits from the race will go to support Grandfather Home for Children in Banner Elk. The Board put under review.
- b. **Greater Banner Elk Heritage Foundation Request** – Mrs. Mary Frisbie representing the Greater Banner Elk Heritage Foundation gave a report on the activities of the foundation. She thanked the Beech Mountain Chamber for their support as well as the residents from Beech Mountain who volunteer their time at the Banner House Museum. Three Foundation Board members are from Beech Mountain and nine of the tour guides are from Beech Mountain. Mrs. Frisbie stated that the Banner House provides a local historical destination to many in the area including residents and visitors to Beech Mountain. In 2009 there were 1100 visitors to the Banner House between June and October. The Foundation oversees the Avery Quilt Trail which is becoming more popular with tourist and local residents as well. This year marks the 75th. anniversary of the Blue Ridge Parkway and their Heritage Day will feature a "Talking History" about the Parkway at

the Banner House Museum. In order for the Foundation to continue current programs and fund new ones such as the "Talking History", the Foundation is requesting from the TDA \$1500 for new equipment and increased administrative cost. The Board put under review.

- c. ***Genesis Wildlife Sanctuary Fundraiser*** -- Mr. James True, President of Genesis Wildlife Sanctuary, informed the Board of their upcoming fundraiser Hoot'Nanny to be held on July 31, 2010. The event will be held at the Buckeye Recreation Center from 12 noon till 5 PM. The event will mark the end of the week long summer camp for children at the sanctuary. Mr. True brought to the Boards attention that there was no mention of Genesis Wildlife Sanctuary on the TDA web site and could they be posted there.
- d. ***TDA Budget Preparation Meeting*** -- The 2010-2011 TDA Budget preparation meeting was scheduled for May 20, 2010 at 9:30 AM in the Town Hall Council Chambers.

VII. *Adjourn* -- Mr. Barth moved to adjourn the meeting at 11:00 AM. Mr. Smoot seconded the motion and it passed unanimously.

Respectively Submitted:

John Troxler