

BEECH MOUNTAIN TOURISM DEVELOPMENT AUTHORITY

MONTHLY MINUTES
JUNE 30TH, 2010

Call to Order: Chairman Charlie Burleson called the regular monthly meeting to order at 9:35AM on June 30th, 2010 at the Town Hall Council Chambers. Present were Candi Catoe, Clader Smoot, Gil Adams and Fred Barth. Also present was John Troxler, Chamber Assistant Office Manager, Jim Brooks, President of the Chamber of Commerce, Woody Stoudemier of Gotham Marketing Relations and Talia Freeman. Also present was Andrew Stackhouse of Pirate Race Productions.

Minutes from the previous meeting held on May 26th, 2010 were approved by the Board unanimously without any revisions.

Andrew Stackhouse of Pirate Race Production.

Chairman, Charlie Burleson turned over the meeting to Andrew Stackhouse of Pirate Race Production. Mr. Stackhouse addressed the Board about the advantages of having a Tour du Life Race on Beech Mountain and was requesting funding for the race from the TDA. It was brought to the attention of the Board that this race would draw attendance nationally to the mountain similar to the Tour de Pont Race. A survey showed 110 participants at Beech Mountain time trials. Mr. Stackhouse said that out of the participant's survey that 71% would return to Beech Mountain and 12% said they had never been to Beech Mountain before. The Name of the Event if allowed would be Blood Sweet and Gears and would be held in September or October 2011.

Mr. Stackhouse explained to the Board why Beech Mountain should contribute to the event

1. Create Spending on the Mountain
2. New Visitors to the Mountain
3. Improve destination expectations

The budget request for the event would be \$4,500.00 broken down as follows:

\$750.00 per five days

750.00 New Event Development

The Income for the Mountain, per Mr. Stackhouse would be estimated as follows:

\$40,000 estimated for Lodging

\$15,000 for Restaurants

\$10,000 for Shopping

\$ 9,660 for event overhead spent locally

\$ 2,388 Raised for cancer Center

\$77,029 Total Estimated Revenue for Beech Mountain

After Mr. Stackhouse's Presentation the room was opened for discussion. Discussion about the previous Race was said to have been a disaster. It was also mentioned no significant income was derived from the race for Lodging or for other vendors. The Statement was made by Mr. Burleson that the problem for the disaster in his opinion was due to lack of participation by the various departments on the Mountain.

The Committee thanked Mr. Stackhouse for his presentation at 10:20AM. Mr. Stackhouse then left the Meeting.

Financial Report:

Mr. Gil Adams made a motion to accept the Financial Report and Mr. Calder Smoot 2nd the motion. The Report was approved unanimously.

Mr. Woody Stoudemire of the Gotham Group addressed the Board on the Web Site. The Main focus of the web site is to draw customers to Beech Mountain according to Mr. Stoudemire. The web site to work has to be updated regularly and should go out to golfers and skiers to resorts such as Snowshoe Mountain Resorts as far as a link to our site. There is a potential list of 30,000 emails that could go out to potential customers. It was also brought to the attention of the Board, that they should be working hand and hand with Brian Barnes of the Beech Mountain Club on the promotion of Beech Mountain. Mr. Stoudemire said he was also checking into Radio Lists for promotion.

It was then turned over to discussion by the board and the audience. Mr. Jim Brooks suggested ways to incorporate other communities to participate together in order to make Beech Mountain an Attraction. Mr. Burleson then requested that Mr. Stoudemire and Talia Freeman collaborate on marketing Beech Mountain with emails and etc., and to report at the next meeting of the Board.

Chamber Report:

John Troxler, Chamber Assistant Office Manager, Reported that 344 visitors came to the Mountain in June 2010. That the annual Pig Roast is ready for the 4th of July Event and that there will be no fireworks because of the new law from North Carolina.

Also that there would be a Barn Dance at the Meadows on July 23rd, 2010, which will have Sac Races, Storytelling and etc., for the whole family.

2010-2011 Budget Discussion:

Calder Smoot made motion to approve the budget for 2010-2011 and Fred Barth seconded the motion. No one opposed and the Budget was approved unanimously.

Charlie Burelson made a motion to be on the Beech Mountain banner on the web site that a minimum of \$9,800.00 worth of tax revenue had to be generated. Calder Smoot 2nd the motion. A vote was taken with none opposed and the motion was unanimously approved

The floor was opened for any more new business by Chairman Burelson with no response. The meeting was adjourned by Mr. Burelson at 12:15PM

Respectfully submitted

Charles H. Vanderbilt

Charles H. "Toby" Vanderbilt