

**Beech Mountain
Tourism Development Authority**

**Minutes
September 29, 2010**

Call to Order – The monthly meeting of the TDA was called to order at 9:35a.m.

Consideration of the Minutes – The approval of the minutes from the August meeting is postponed until the next meeting.

Financial Report – Review of Occupancy Tax collections for the month of August. Review of bills and invoices. Judy Decker made a motion to pay the invoices for the month. Motion passed

Marketing Report – Gotham Marketing – Woody Stoudemier- Woody reported on out “pay-per-click” numbers. He suggested we develop an offer in conjunction with Beech Mountain Resort on the Learn-to-Ski concept. Woody also brought us up to speed on the “Guest Quest” advertising program. There would be an ad in the Raleigh News and Observer.

Chamber Report – Mr. Troxler reported that there were 279 visitors through the Visitors Center in September. He reported a very successful Kite Festival with attendance estimated at about 2000 people. The chamber and recreation department held Hayrides in September with great attendance.

Autumn at Oz preparations were progressing. The on-line ticket sales are going very well. Mr. Troxler requested funding for the month of October since the funding had been previously removed from the contract. Judy Decker made a motion we restore the funding for the month of October. Candi Catoe seconded. Motion passed.

(OVER)