

**MINUTES**  
**TOURISM DEVELOPMENT AUTHORITY**  
**September 27, 2006**

**I. Call to Order**

Chairperson Smoot called the meeting to order at 9:35 a.m. Present were members Charlie Bureson, Candi Catoe, Rick Miller, and Alan Holcombe. The audience included Town Manager Michael Boaz, Finance Officer Sally Rominger, Melissa Scism of The Tombras Group, Chamber Office Manager Peggy Coscia, and Chamber of Commerce President Jim Brooks.

**II. Consideration of the Minutes from July 26, 2006 Regular Meeting** – Chairperson Smoot moved to approve the minutes from July 26, 2006. There was no meeting in August '06. Mr. Miller seconded the motion and it passed unanimously.

**III. Financial Report** – Mrs. Rominger presented the bills to be paid as well as reporting the income and expenses for the Authority. Mrs. Rominger noted that the authority was in the red \$15,000. Mr. Miller asked about the difference in the report submitted by Mrs. Rominger and the Tax Administrator, Ms. Norwood. Mrs. Rominger responded that the error was a typographical mistake in the Occupancy Tax Report, not the Financial Report. Mrs. Rominger's report was accepted as submitted. The Authority asked if it would be possible for the Tax Administrator to include the number of nights rented on the monthly report. After a brief discussion the Authority agreed to continue the discussion at the October 25<sup>th</sup> meeting.

**IV. Chamber of Commerce Report** – Ms. Coscia informed the Authority that she had organized Media Day for October 9<sup>th</sup> and 10<sup>th</sup>. A brief discussion followed on how to generate more interest in the event. Guests were spending the night at Archers Inn and Klonteska. Mrs. Coscia reported that the biking maps were available and would be passed on at the September 30<sup>th</sup> event. Mrs. Coscia also indicated that volunteers were still needed to help with the Autumn at Oz event.

**V. Other Business**

**A. Tombras Group** – Mrs. Scism, Account Executive with The Tombras Group, reported that Saul Corwine was working on the web site for the Chamber of Commerce. The web site will be repurposed for media, target specific and planning. Mrs. Scism then presented the winter visitor survey. A brief discussion followed with regards to targeting geographic areas that were prevalent in the survey along with weekends that are typically slow for rentals. A press release was also discussed announcing the improvements Ski Beech has recently made. Mrs. Scism will present recommendations at the October 25<sup>th</sup> meeting.

Chairperson Smoot and Mr. Brooks suggested having discount weekends; before Christmas, after New Years and the 1<sup>st</sup> week in March. The Authority also discussed having a ½ page ad in the Wooly Worm Gazette. Mr. Miller moved to approve an ad in the official paper for the Wooly Worm Festival. Mr. Holcombe seconded the motion and it passed unanimously.

**B. Adjournment** – Upon a motion by Mr. Holcombe, seconded by Mr. Miller, the meeting adjourned at 10:50 a.m.

Respectfully submitted,

Michael Boaz

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