

**MINUTES**  
**August 26, 2009**

- I. *Call to Order*** – Chairperson Charlie Burleson called the regular meeting to order at 9:30 a.m. in the Town Hall Council Chambers. Present were members Fred Barth, Candi Catoe, Rick Miller and Calder Smoot. Also present were Chamber President Jim Brooks, Chamber Office Manager Peggy Coscia and Woody Stoudemier with Gotham Marketing Relations. Councilman Alan Holcombe arrived at 9:45. There were a number of interested parties in the audience.
- II. *Consideration of the Minutes*** – Mr. Miller moved to approve the minutes of the July 29, 2009 Regular Meeting. Mrs. Catoe seconded the motion and it passed unanimously.
- III. *Financial Report*** – Chairperson Burleson indicated that the totals for last year and this year were identical. Mrs. Norwood was asked to review the numbers and found that it was incorrect. The 2007-2008 year was \$3,777,532, and the 2008-2009 year should read \$3,332,062. Chairperson Burleson noted that July '09 had a decrease in Occupancy Tax.
- IV. *High Country Host*** – Mr. Smoot reported that the High Country Host's director resigned and they had decided not to hire another director. A committee structure will be put in place. The Visitors Guide will have some changes and Mr. Smoot felt the Authority should send a letter asking that the Town's name be listed on the cover of the guide.
- V. *Gotham – Woody Stoudemier*** – Mr. Stoudemier reviewed Phase I of the proposed Marketing Strategy for the July through August 2009 year and Phase II for August 2009. Phase I includes optimization of the web site, [www.beechmtn.com](http://www.beechmtn.com), the SEO annual retainer, and a total of 9 press releases to be released regionally and nationally. Phase II for August 2009 includes a Strategic Marketing Plan, viral marketing promotion concepts, a banner ad on Ray's Weather, new brochures with stock photography, and a radio campaign on WKBC. Mr. Stoudemier passed out a map of the WKBC FM 97.3 coverage area, indicating that the radio spots would run during the ASU games, targeting the audience not in attending the games. After much discussion Mr. Miller moved to approve Phase I and Phase II with the banner on Ray's Weather being reduced to a 6 month period, not for 12 months. The Authority agreed to review Phase III and Other Ideas at a later date. Mrs. Catoe seconded the motion and it passed unanimously. Mr. Smoot asked that the Authority be notified when the radio spot was to air.
- VI. *Talia Freeman – Ski Beech Marketing Director*** – Ms. Friedman presented a proposal for joint advertising and ski package. After a brief discussion, Chairperson Burleson moved to approve spending \$500 on the joint effort with Ski Beech. Mrs. Catoe seconded the motion and it passed unanimously. Ms. Friedman reported that the Resort would host the 'Triple Crown and King of the Dirt' mountain bike series on September 5<sup>th</sup> and 6<sup>th</sup>. The lift would be open for scenic rides. Mr. Books recommended that the Resort have a booth to pass out brochures at the upcoming kite festival.

**VII. Chamber Report** – Mrs. Coscia reported that the Wilkes County welcome center would be open and the Chamber would need brochures for them to have available for visitors.

**VIII. Other** –

**a. Chamber Position** – Chairperson Burleson opened the discussion asking what the duties would be for the individual taking the position currently held by Mike Shaw would be. Mrs. Coscia indicated that Mr. Shaw did the finances and acted as back for her. Mr. Brooks noted that the Chamber had prepared a job description for the position. Chairperson Burleson proposed that the Authority make the position into a TDA Director with ties to the recreation department and have partial funding by the Town, having a title of Director Liaison. Chairperson Burleson suggested that the individual take on Mr. Shaw’s duties and also coordinate activities with the Recreation Center and serve as contact for Mr. Stoudemier. Chairperson Burleson felt the Authority could pay for 4 days employment and the Town for 1. Chairperson Burleson asked that the Authority and Chamber Board consider the recommendation.

**b. Public Relations’ Advertising** – Mr. Miller move to approve paying Distl Public Relations for six (6) months advertising services. Mr. Smoot seconded the motion and it passed unanimously.

**c. Occupancy Funding** – Chairperson Burleson and Councilman Holcombe presented the Authority with a proposal for setting up an Occupancy Tax Project Fund. After a brief discussion, Mr. Miller moved to approve a \$1,000 for funding for project. Mr. Smoot seconded the motion and it passed unanimously.

**IX. Adjourn** – Mr. Smoot moved to adjourn the meeting at 11:55 a.m. Mrs. Catoe seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene  
Town Clerk