

MINUTES
July 29, 2009

Work in progress

- I. **Call to Order** – Chairperson Charlie Burlison called the regular meeting to order at 9:35 a.m. in the Town Hall Council Chambers. Present were members Candi Catoe, Rick Miller and Calder Smoot. Also present were Councilman Alan Holcombe, Chamber President Jim Brooks, Chamber Office Manager Peggy Coscia and Mr. Woody Stoudemier, Gotham Marketing Relations. There were a number of interested parties in the audience. Chairperson Burlison moved to excuse Mr. Smoot at 11:00 a.m. Mrs. Catoe seconded the motion and it passed unanimously.

- II. **Consideration of the Minutes** – Mr. Miller moved to approve the minutes of the June 24, 2009 Regular Meeting. Mr. Smoot seconded the motion and it passed unanimously.

- III. **Financial Report** – Chairperson Burlison indicated that the revenue on the financial report was incorrect. The report was tabled until the August 26th meeting.

- IV. **Chamber Report** – Mrs. Coscia reported that Mike Shaw would be leaving the Chamber on November 14, 2009.

- V. **Gotham – Woody Stoudemier** – Mr. Stoudemier presented the Authority with a ‘Proposed Marketing Strategy for Beech Mountain TDA’, in the amount of \$72,980. Mr. Stoudemier excused himself from the meeting at 10:20 a.m. The Authority reviewed the strategy proposals indicating that they did not feel cinema advertising, mall signage, Rays Weather and ASU football would be advantageous. Having an ad on facebook was considered. Mrs. Catoe questioned doing advertising in the SC Coast area which Mr. Stoudemier had included because it was in the 100 mile range. Chairperson Burlison noted that the radio advertising seemed more advantageous when it was a ‘give away’ program. The Authority agreed to ask Mr. Stoudemier. Mr. Stoudemier had proposed a full color two sided brochure, Mr. Miller moved to approve the \$3,500 for 10,000. Mr. Miller moved to approve

- VI. **Website Update** – Chairperson Burlison indicated that Tombras would complete the lodging page of the web site at no further charge. The Authority discussed some changes to the amenities, which Chairperson Burlison indicated he would discuss with Mrs. Scism the addition of wireless internet service and pool. The Authority agreed that the mention of laundry and cable tv

- VII.

- VIII. **Advertising** – Mr. Smoot asked for a discussion on the Public Relations work by Craig _____, noting that a contract for services had not yet been signed. The Authority agreed that Mr. _____ work was very productive. Mr. Smoot moved to continue the P R firm for a period of 6 months. Mr. Miller seconded the motion and it passed unanimously.

Other – Chairperson Burleson notified the Authority that the High Country Tourism Development Authorities and the North Carolina Division of Tourism would be meeting at Chetola in Blowing Rock from 12 to 3:00 on Monday, August 3rd. The discussion will include the visitnc joint advertising. Mr. Miller asked about the rumor that Ski Beech was not going to open in the winter. Mr. Brooks noted that they were indeed going to be open. The Authority discussed putting the rumor to rest by noting on the web page that they would be open for skiing.

VI. Bills –

Mr. Smoot moved to approve the invoices for the Battle of the Smokies Media Event as presented. Mr. Miller seconded the motion and it passed unanimously.

VII. Adjourn – Chairperson Burleson moved to adjourn the meeting at 10:45 a.m. Mr. Miller seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene
Town Clerk