

**MINUTES SPECIAL MEETING
March 19, 2009**

- I. Call to Order** – Chairperson Charlie Burleson called the Special Meeting to order at 9:30 a.m. in the Town Hall Council Chambers. Present were members Fred Barth, Rick Miller and Vice-Chair Calder Smoot. Also present were Councilman Gil Adams, Councilman Alan Holcombe and Chamber Finance Manager Mike Shaw.
- II. NC Division of Tourism** – Chairperson Burleson presented the Authority with a proposal from the North Carolina Division of Tourism and the High Country Host. HCH is asking for 10% from all the Authority’s advertising budgets. Chairperson Burleson noted that the Authority had a budgeted amount of \$90,000 for the current fiscal. A representative from the Town, preferably in the lodging business, could be appointed to help make decisions with regards to the advertising. After a lengthy discussion, the Authority agreed that it would be a good investment for the advertising and should be considered in the upcoming 2009 - 2010 fiscal budget.
- III. Woody Stoudemier X-Factor Web Marketing** – Mr. Stoudemier did not attend the meeting. Chairperson Burleson indicated that he would try to reschedule.
- IV. Battle of the Smokies** – Mr. Smoot addressed the Authority with an annual Golf Challenge event Craig Distal had presented a proposal for. The North Carolina versus Tennessee Media Golf Challenge, an annual event bringing together 24 media representatives, taking place on May 31, 2009. Mr. Smoot reported that commitments to host the 2009 event had been made by Sugar Mountain Golf Club and the Sugar Mountain Tourism Development Authority. The Beech Mountain Club had indicated that they would assist in the event by donating golf fees for up to 24 participants on Sunday, May 31st and Monday, June 1st. The club would also provide, at a reduced rate, lunch on the 31st and a welcome dinner. The Authority, in conjunction with Sugar Mountain, would be asked to pay half of the expenses for the food, golf shirts and other provisions totaling \$1,900, total cost was estimated at \$3,800. The Beech Mountain had indicated that they would accept payment for the food after the Authorities upcoming fiscal year. After a brief discussion, Mr. Miller moved to approve the proposed event, at a cost not to exceed \$2,000. \$1,000 of that cost would be taken from the 2008 – 2009 fiscal budget and the remaining cost to be from the 2009 – 2010 fiscal budget. Mr. Barth seconded the motion and it passed unanimously.
- X. Other** – There was no other business to come before the Authority.
- XI. Adjourn** – Mr. Miller moved to adjourn the meeting at 10:25 a.m. Mr. Smoot seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene
Town Clerk