

**MINUTES**  
**May 27, 2009**

- I. *Call to Order*** – Chairperson Charlie Burleson called the regular meeting to order at 9:35 a.m. in the Town Hall Council Chambers. Present were members Fred Barth, Rick Miller and Calder Smoot. Also present were, Melissa Scism and Daniel Goodrich of the Tombras Group, Finance Officer Tabitha Estep, Chamber President Jim Brooks and Chamber Finance Manager Mike Shaw were also present. Candi Catoe arrived at 9:45 a.m.
- II. *Public Hearing*** – Chairperson Burleson opened the public hearing on the Fiscal Year 2009-2010 Budget at 9:36 a.m. in the Town Hall Council Chambers. Hearing no comments from the audience, Mr. Miller moved to close the Public Hearing at 9:37 a.m. Mr. Barth seconded the motion and it passed unanimously.
- III. *Consideration of the Minutes*** – Mr. Miller moved to approve the minutes of the April 29, 2009 Regular Meeting as amended, changing the 3% to 33% and the date. Mr. Barth seconded the motion and it passed unanimously. Mr. Smoot moved to approve the minutes of the May 18, 2009 Special Meeting with the golf tournament date indicating the 31<sup>st</sup>. Mr. Miller seconded the motion and it passed unanimously.
- IV. *Financial Report*** – Chairperson Burleson indicated that the Authority would operate on funds from the Fund Balance from June through December. Chairperson Burleson asked if a portion of the Fund Balance reserves could be placed in a CD to collect interest. Mrs. Estep indicated that she was checking rates for the Town and she would report back to the Authority with her findings. Chairperson Burleson asked that the High Country Host bill be submitted to the Authority at their July meeting. Mr. Miller moved to appoint Mr. Smoot to the HCH Board of Directors, noting that Mr. Smoot would have 2 other individuals to rotate the attendance of their monthly meetings. Mr. Barth seconded the motion and it passed unanimously. Mr. Smoot moved to approve the bill for \$475 to Advertising Design Systems for the billboard on Hwy 105. Mr. Miller seconded the motion. Chairperson Burleson noted that the photo used on the billboard was taken by Todd Bush; the Authority purchased the photo for \$150, which is included in the \$475. The motion passed unanimously. Mr. Miller moved to approve payment of the Tombras bills as submitted. Mr. Smoot seconded the motion and it passed unanimously.
- V. *Tombras Group*** –Melissa Scism and Daniel Goodrich presented the Fiscal Year 2009-2010 Marketing Plan. The plan was mainly based internet advertising; Mrs. Goodrich indicated that pixels would be used to track web site usage. Cell phone advertising was also presented. Ms. Goodrich indicated that in the spring/summer market was women from 35 to 64. The winter market is males 18 to 34 years of age. The High Country Host ad and the gas pump topper were the print advertisements. The proposed summary was \$69,987. No decisions were made by the TDA.
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- VI. Website Changes** – Mrs. Scism presented the revised lodging web page search feature, the Authority asked that the address section be removed and requested that the site go live today.
- VII. Chamber Report** – Mr. Shaw reported that the Chamber had approximately 100 brochures left in stock. Chairperson Burleson indicated that he would like the brochure to be obtained on line, not mailed out. Mr. Brooks reported that the Chamber was out of the bike brochure which has bike trails. After a brief discussion, the Authority recommended that the lodging companies sponsor the brochure. The hurricane ad is has been completed at a cost of \$175. The fireworks were \$3,760 for the 4<sup>th</sup> of July event. The Chamber has \$2,200; Mr. Feierabend contributed \$10 towards the cost. The timed bicycle event ‘Beech Mtn. Beast Weekend’ had approximately 38 participants. No rentals were reported as a result of the event. The report was accepted as submitted.
- VIII. Other** –
- a. Budget** – Chairperson Burleson indicated that the budget the Authority had for 2009-2010 was \$185,000. 10% of the advertising portion had been designated to the visitnc web site. Chairperson Burleson noted that the Chamber Budget was \$68,000.
- IX. Recessed** – Mr. Miller moved to recess the May 27, 2009 meeting until May 28, 2009 at 10:00 a.m. in the Town Hall Council Chambers. Mr. Smoot seconded the motion and it passed unanimously.
- X. Reconvened** – Chairperson Burleson reconvened the Meeting of May 27, 2009 on May 28, 2009 at 10:00 a.m. in the Town Hall Council Chambers. Present were Fred Barth, Rick Miller, and Calder Smoot. Chamber President Jim Brooks was also present.
- XI. Marketing Proposal** – Jessica L. Bland, Director of Marketing & Advertising and T. Patrick Savage III, Account Executive for the Corporate Marketing Group from Bristol, TN., presented the Authority with a Marketing Proposal. The proposal allocated 70% of the funds during the winter months and 30% during the off season. Mr. Bland gave an overview of the strategy focusing on Face Book and military personnel. A representative would attend the monthly Authority meetings. The proposed summary was \$72,451.15. No decisions were made by the TDA.
- XII. Budget** – Chairperson Burleson continued the Budget discussion. The Authority based the 2009-2010 Budget on \$185,000. The Authority would take approximately \$30,000 from the fund balance. The Chamber of Commerce budget was reviewed. \$6,000 in the postage line item was reduced to \$1,000, the brochure would no longer be mailed out from the office, individuals would be directed to the web site for a self print brochure. The Authority considered a number of line items and having no firm decisions, agreed to recess the meeting.
- XIII. Recessed** – Mr. Miller moved to recess the May 27, 2009 meeting until June 1, 2009 at 1:00 p.m. in the Town Hall Council Chambers. Mr. Smoot seconded the motion and it passed unanimously. Respectfully Submitted, Reba Greene, Town Clerk.

- XV. *Reconvened*** – Chairperson Burleson reconvened the Meeting of May 27, 2009 on June 1, 2009 at 9:41 a.m. in the Town Hall Council Chambers. Present were Fred Barth, Rick Miller, and Calder Smoot.
- XVI. *Budget*** – Re-open discussion of 2009-2010 TDA Budget. The committee reviewed all of the budget items that could not be changed and then made some changes in expenditure line items. After much discussion it was decided that the only way to achieve a workable budget was to plan on a transfer of \$45,000 from the reserve account into the operating account as needed during the 2009-2010 fiscal year. The final budget was in the amount of \$231,000. There was a motion by Rick Miller to approve the proposed Fiscal Year Budget 2009-2010. The motion was seconded by Fred Barth. All present were in favor.
- VII. *Adjourn*** – Chairperson Burleson moved to adjourn the meeting at 10:01 a.m. Mr. Miller seconded the motion and it passed unanimously.

Respectfully Submitted

Calder Smoot  
Vice Chair

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