

MINUTES
February 25, 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, Rick Miller and Calder Smoot. Candi Catoe arrived at 9:45 a.m. Also present were Interim Town Manager Joe Perry, Finance Officer Tabitha Estep, Chamber President Jim Brooks, Chamber Office Manager Peggy Coscia, Councilman Pete Chamberlin, and Melissa Scism of the Tombras Group were also in attendance. There were a number of interested parties in the audience.
- II. Consideration of the Minutes** – Mr. Miller moved to approve the minutes of the January 28, 2009 Regular Meeting as submitted. Mr. Smoot seconded the motion and it passed unanimously.
- III. Financial Report** –
- a) Tabitha Estep** – Mrs. Estep reported that the Authority that did not have any funds. Chairperson Burleson noted that revenues were down 9% from last year. Chairperson Burleson indicated that there were Tombras bills to be paid. After a brief discussion, Mr. Barth moved to approve the bills as presented. Mr. Smoot seconded the motion and it passed unanimously. Mr. Miller moved to approve the insurance bills as presented. Mr. Smoot seconded the motion and it passed unanimously.
- b) Audit Contract 7/1/08 – 6/30/09** – Mr. Smoot moved to approve the contract with Bryce Holder, C.P.A., P.A. Mr. Miller seconded the motion and it passed unanimously.
- IV. Ryan Costin , Ski Beech** – Mr. Costin gave an update on the improvements that have taken place at Ski Beech; a quad lift has been installed on Oz Run, the resort has purchased 52 new snow guns, added 2 piston bullies for snow grooming, replaced water lines, and re-introduced tubing. Mr. Costin also noted that the Resort planned to remain open until March 22nd, for a total of 121 days. The Resort also plans to open a Mountain Bike Park for next summer. Chairperson Burleson expressed the Authorities’ appreciation for the efforts being made by the resort.
- V. David Klein – Cycle Event** – Mr. Klein introduced himself as the publisher of ‘Charlotte Health & Fitness’ a monthly magazine based in Charlotte, NC. Mr. Klein presented the Authority with a proposal for a cycling event to be from the Buckeye Recreation Center to the top of the mountain. Mr. Klein’s group would do all the advertising and organizing of the event at a cost of \$5,000. The option of the Authority providing a banquet after the race would lower the cost to \$3,500. After much discussion, Mrs. Catoe made a motion to do the event, contingent on the Chamber of Commerce donating \$1,500 toward the event on May 23, 2009, and the restaurants providing the food, with the Authority providing the food for the banquet. Two additional ½ page adds in the Charlotte Health & Fitness magazine would be given at a date to be determined. Mr. Smoot seconded the motion. Mrs. Catoe volunteered to chair the food committee. The Authority agreed to put \$1,000 toward the event and businesses would be asked to give \$125 each, this would allow them to participate in the goodie bag and have a link on the web site to promote their businesses’. Pete Chamberlin and Debby Canady volunteered to assist Mrs. Catoe on the food committee. The motion passed unanimously.

VI. Avery County Chamber of Commerce – Ms. Susan Zalewski presented the Authority with a proposal to participate in advertising on the Mountain Cable television station. Ms. Zalewski asked the Authority to contribute \$1,000 for an ad that would be aired 10 to 20 times. Ms. Zalewski noted that the station would go on site to film the ads. After a brief discussion, Chairperson Burleson and the Authority agreed they would advise Ms. Zalewski, noting that mid March was the deadline.

VII. Tombras Group – Mrs. Scism indicated that not all participants had submitted their information for the web site rental site. The Authority noted that for the next budget year we would target different areas and direct more advertising toward the Florida market. The Authority asked Mrs. Scism to look into the free magazine ads.

Mr. Miller moved to excuse Mrs. Catoe from the meeting at 11:45 a.m. Mr. Barth seconded the motion and it passed unanimously.

VIII. Website Changes – Mr. Barth asked that ‘Beech Mountain’ be put on all the Town’s pages running on the visitnc.com.

XI. Chamber Report – Mrs. Coscia reported that the grand prize winner, Justin Roper, of 2 nights’ accommodations, dinner for 2, lift tickets for 2 days and ski rentals, had not taken advantage of his prize. Mrs. Coscia was asked to call Distl Public Relations with regards to having an article in the Family Fun Magazine. Mrs. Coscia indicated that she had a file on the news article done by Mr. Distl for review. Mrs. Coscia reported that 20 e-mails went out to ask leads if they came to Beech and did they have a good time, only 2 responded. Mrs. Coscia asked if the Chamber continue questioning the leads. The Authority unanimously agreed that this should continue.

X. Other – Mr. Smoot reported that Mr. Distl had contacted AAA and Parent Magazines. Mr. Smoot also noted that Mr. Distal had connections with a golf and sports writing group on an upcoming golf event.

XI. Adjourn – Mr. Smoot moved to adjourn the meeting at 12:10 a.m. Mr. Miller seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene
Town Clerk
