

MINUTES
January 8, 2009

- I. Call to Order** – Chairperson Charlie Bureson called the Special Meeting to order at 9:30 a.m. in the Town Hall Council Chambers. Present were members Fred Barth, and Candi Catoe. Rick Miller arrived at 9:45 a.m. Also present were Interim Town Manager Joe Perry, Finance Officer Sally Rominger, and Finance Officer Pro Tem Tabitha Estep. Councilman Alan Holcombe arrived at 9:55 a.m.
- II. Agenda** – Chairperson Bureson gave a verbal agenda; I. Finances, II. Bill boards and III. Sledding hill. The Agenda was accepted as presented.
- III. Financial Report** – Chairperson Bureson reported that the Occupancy Tax receipts for November were \$6,733 with a gross total of \$54,640. The current fiscal year budget, \$215,000, was based on last year's figures. Last fiscal year had a total income of \$219,850. The Authority will have to take money from the Fund Balance before the Fiscal year end. Chairperson Bureson indicated that the Council had indicated a willingness to fund additional advertising, an amount of \$15,000 had been mentioned at the last meeting. Mrs. Scism had proposed a radio promotion in Charlotte, Greenville, and Raleigh, NC as well as Columbia, SC, costing approximately \$11,000. Mr. Miller moved to approve the Charlotte, NC advertising for approximately \$2,400. Chairperson Bureson would ask the Town Council for advertising assistance at the upcoming January 13, 2009. The Authority agreed to ask for funds to extend the Public Relations contract with Craig Distl for 4 more months, through the fiscal year, at a cost of \$4,400; and \$2,000 to help with Ski Beech's family events during Winterfest.
- Chairperson Bureson indicated that he had received three complaints with regards to the Tombras advertising. Discussion followed with regards to keeping Tombras under contract. Chairperson Bureson noted that he would ask the individuals and find out what they complaints were and the Authority would discuss the matter at a later date.
- Chairperson Bureson indicated there were approximately 120 private rental homes on the mountain and the rental agencies were at a 13% disadvantage. After a brief discussion, Councilman Holcombe indicated that the only to regulate this was to require a license, which would require local legislation. Chairperson Bureson felt that would not be a successful endeavor, noting that most legislators were second home owners.
- VI. Bill Board** – Chairperson Bureson indicated that he had information that the 3 sided bill board on Highway 105 was available at an approximate cost of \$7,000 for a year. After a brief discussion, Mr. Miller moved to approve the bill board advertising. Mrs. Catoe seconded the motion and it passed unanimously.
- X. Advourned** – Mr. Barth moved to adjourn the meeting at 11:00 a.m. Mrs. Catoe seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene
Town Clerk