

MINUTES
October 26, 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 Candi Catoe, Rick Miller and Calder Smoot. Also present were Councilman Gil Adams, Finance Officer Nancy Johnson, Chamber President Jim Brooks, Chamber Officer Manager Peggy Coscia, Chamber Assistant Office Manager John Troxler and Woody Stoudemier with Gotham Marketing Relations. There were a number of interested parties in the audience.
- II. *Consideration of the Minutes*** – Mr. Miller moved to approve the minutes of the September 30, 2009 Regular Meeting as submitted. Mr. Smoot seconded the motion and it passed unanimously.
- III. *Town of Banner Elk Request*** – Mr. Doug Owen, Cycle 4 Life, presented a request for a contribution to assist with an activity guide for Avery County. Funds would help with a web site link and free maps. Mr. Owen noted that John Mejaski, Banner Elk Town Manager, was unavailable today to make a presentation. Chairperson Burleson moved to table the discussion until the November 25, 2009 meeting. Mr. Miller seconded the motion and it passed unanimously.
- IV. *Financial Report*** – Chairperson Burleson introduced Nancy Johnson, the new Finance Officer. Mrs. Johnson indicated that she would have a report for the Authority at the November 25, 2009 meeting. Chairperson Burleson noted that the increase in Occupancy Tax was credited to the Pinnacle Inn. Mrs. Decker noted that a military group had paid for a previous months visit in September. Mrs. Catoe noted that the summer season had not been good. Chairperson Burleson indicated that the Authority had moved their banking business to Bank of America. After a brief discussion, Mr. Miller moved to approve Charlie Burleson, Calder Smoot and Nancy Johnson as signers to the Authorities’ bank account. Mrs. Catoe seconded the motion and it passed unanimously. Chairperson Burleson presented a bill from Distl Public Relations for a 2 month period. Mrs. Catoe moved to approve payment in the amount of \$2,550 to Distl Public Relations. Mr. Smoot seconded the motion and it passed unanimously. Chairperson Burleson presented a bill from Tombras in the amount of \$55, noting that it was related to the working files Mr. Stoudemier needed. Mr. Miller moved to approve the bill as submitted. Mr. Smoot seconded the motion and it passed unanimously. Chairperson Burleson indicated the Gotham group had submitted a bill for \$800, which was part of the special concepts. Mr. Miller moved to approve the bill in the amount of \$800. Mr. Smoot seconded the motion and it passed unanimously. Chairperson Burleson reported that the High Country Host bill was due on 12-1-09. Mr. Miller moved to approve the HCH bill in the amount of \$2, 100. Chairman Burleson seconded the motion and it passed unanimously. Mr. Miller asked if the Authority could cancel the contract with Iverson on the revolving billboard on Hwy 105. Chairman Burleson indicated that they had signed a contract that was in effect until March 2010. Mr. Stoudemier suggested the Authority ask for a stationary sign in a different location.
- V. *Gotham – Woody Stoudemier*** – Mr. Stoudemier reported that he is working on the web site with changes scheduled to be completed and on line by 11/16/09. Chairperson Burleson, noting a discussion from the last authority meeting, moved to add Mr. Barth and Mrs. Garrison’s businesses to the advertising on the web site, even though they were no longer members of the Chamber of Commerce. Mr. Smoot seconded the motion and it passed unanimously. Mr. Stoudemier reported that the Winter Times ad had been placed, the magazine is a free

publication available at no charge, from Thanksgiving through Spring. Mr. Stoudemier indicated that he had contacted Mr. Distl regarding the publication of articles he had written and his contact lists. Mr. Distl had expressed his concerns over the sharing of materials. After a brief discussion, the Authority asked Mr. Smoot to participate in a conference call with the two agencies. Mr. Smoot noted that Mr. Distl had asked if his services with the Authority would continue past December 2009. Mr. Stoudemier was asked to look at the traffic counts for the High Country Host web site. Mr. Stoudemier stated that brochures were indicated as a primary motivator for destination trip planning. The cost for 12,000 brochures was \$2,250. After a brief discussion, the Authority agreed to revisit the issue at a later date. Mr. Stoudemier also gave a quote of \$6,500 for 10,000 4" x 9" brochures and \$3,500 for redesigned 9" x 11 5/8" brochure for consideration if the Tombras Group did not provide the information.

VI. Chamber Report – Mr. Brooks reported that the Autumn at Zo event had 8,500 visitors. The Chamber receives a portion of the ticket cost for their assistance with the event. Mr. Brooks noted that Mrs. Porter was reviewing the event in an effort to reduce the numbers. Mr. Brooks reported that the Woolie Worm Festival was off 33% due to weather conditions. Chairperson Burleson noted that the domain sited that the Town, TDA and Chamber owned needed to be reviewed. Mr. Brooks asked that the Authority consider Mr. Troxler doing minutes for the Authority and the Town doing the bookkeeping for the Chamber office, i.e. paying utilities and payroll. Chairperson Burleson indicated that he would discuss the issue with the Town Manager. Chairperson Burleson noted the Authority was considering a TDA Marketing Coordinator and presented a list of job traits and duties for review. Mr. Miller indicated that he approved of the job description. After further discussion, the issue was tabled for further discussion at the November 25, 2009 meeting.

VII. Other –

a. Mr. Smoot indicated that the Avery County Chamber had approached the Authority at the September 30, 2009 meeting requesting a donation. Mrs. Catoe felt the Authority should make a donation. Mr. Stoudemier noted that it would help build good will. After a brief discussion, the Authority agreed to revisit the request at a later date.

b. Chairperson Burleson reported that the Businesses in Town were meeting to discuss the possibility of a Community Alliance for winter transportation on Wednesday, November 4, 2009 at 4:30 p.m. in the Town Hall Council Chambers.

VIII. Adjourn – Mr. Miller moved to adjourn the meeting at 11:55 a.m. Chairperson Burleson seconded the motion and it passed unanimously.

Respectfully Submitted

Reba Greene
Town Clerk
