

**MINUTES**  
**August 29, 2007**

**I. Call to Order**

Chairperson Smoot called the meeting to order at 9:35 a.m. in the Beech Mountain Town Hall Council Chambers. Present were members, Alan Holcombe and Rick Miller. The audience included Finance Officer Sally Rominger, Chamber Office Manager Peggy Coscia, Parks Committee Member Jim Brooks and Melissa Schism of the Tombras Group. Vice-Chairperson Charlie Burlson arrived at 9:40 a.m. Town Manager Michael Boaz and Mayor Rick Owen arrived at 9:45 a.m.

**II. Consideration of the Minutes** – Mr. Holcombe moved to approve the minutes of the July 25, 2007 Regular Meeting as submitted. Mr. Miller seconded the motion and it passed unanimously.

**III. Financial Report** – Mrs. Rominger gave the financial report to the Authority noting that the monthly income was \$21,934 and requested approval to pay bills submitted. On a motion by Mr. Holcombe, seconded by Mr. Miller the TDA voted unanimously to authorize payment of the bills presented by Mrs. Rominger.

**IV. Chamber of Commerce Report** – Ms. Coscia reported that the kite festival was scheduled for this weekend, meet the candidates who are running for Town Council will be held on September 4<sup>th</sup> at 7:00 p.m., and the barn dance is scheduled for September 15<sup>th</sup>. Mrs. Coscia’s report that the Avery County Fair organizers had requested that the Chamber place an ad in the brochure. After a brief discussion, the Authority agreed not to place an ad. Mrs. Coscia’s reported that the Fall Winter Times article about the Town had not changed in a number of years and needed to be updated. The Authority asked that the magazine be contacted with regards to updating the article.

**V. Other Business**

**a. Tombras Group** – Mrs. Schism reported that the deadline for advertisers to respond to keeping their ad in the Visitors Guide is Friday, August 31<sup>st</sup>. Any advertisers that have not expressed an interest in continuing with the advertising will be removed from the brochure.. The Authority reviewed the upcoming High Country Host Blue Ridge Country co-op placement and after a lengthy discussion, Mr. Holcombe moved not to participate in the advertising. Mr. Burlson seconded the motion and it passed unanimously. They would like to be kept up to date as new HCH co-op’s come available. Mrs. Schism presented the Our State editorial calendar for review and the Authority tabled the discussion for a later date. Mrs. Schism asked the Authority for impute on the [ajc.com](http://ajc.com) e-newsletter for travel deals and what we would offer. The Authority agreed to make it a choose and cut offer and add a Ski Specials discount from December 1<sup>st</sup> through December 15<sup>th</sup>. Mrs. Schism resented the new ad concepts for discussion and approval. The Authority unanimously agreed to review the information and provide feedback by September 7<sup>th</sup>. The new web site concepts were presented. The Authority unanimously approved the first design for the home page and landing pages. Tombras will continue developing the content and provide to the board via email as sections are complete.

*b. Ski Beech Brochure* – After a brief discussion, Mr. Holcombe moved to approve the participation in the Ski Beech advertising brochure. Mr. Miller seconded the motion and it passed unanimously.

*c. Flowers* – Mr. Miller noted that the Town flower barrels were being well maintained and after a brief discussion, Mr. Miller motioned that Mrs. Knepka be given a \$200 bonus. Mr. Burleson seconded the motion and it passed unanimously.

*d. Banners* – Mr. Boaz reported that the Town needed to replace damaged banners. After a lengthy discussion, Mr. Holcombe moved to approve the purchase of 9 banners and replacement brackets. Mr. Miller seconded the motion. The motion carried 3 to 1 with Mr. Burleson voting nay. Chairperson Smoot, Mr. Holcombe and Mr. Miller voted yea. Mrs. Coscia asked that the minutes reflect that she was against having the banners, indicating that she felt the money would be more wisely spent on beautification.

Upon a motion by Mr. Holcombe, seconded by Chairperson Smoot, Mr. Burleson was excused from the meeting at 10:30 a.m.

*IV. Adjournment* – Upon a motion by Chairperson Smoot, seconded by Mr. Miller, the meeting adjourned at 10:45 a.m.

Respectfully submitted,

Reba Greene  
Town Clerk

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