

**MINUTES**  
**February 28, 2007**

**I. Call to Order**

Vice-Chairperson Burleson called the meeting to order at 9:36 a.m. in the Beech Mountain Town Council Chambers. Present were members Rick Miller and Alan Holcombe. The audience included Town Manager Michael Boaz, Finance Officer Sally Rominger, Melissa Scism of The Tombras Group, Chamber Office Manager Peggy Coscia, and Jim Brooks. Chairperson Smoot arrived at 10:00 AM

**II. Consideration of the Minutes from June 28, 2006 Regular Meeting** – Mr. Miller moved to approve the minutes from June 28, 2006 as submitted. Mr. Holcombe seconded the motion and it passed unanimously.

**III. Financial Report** – Mrs. Rominger gave the financial report to the Authority, and asked for approval to pay several invoices. Vice-Chairperson Burleson noted that receipts would be down for the year.

**IV. Chamber of Commerce Report** – Ms. Coscia reported that the Parks Committee had authorized the collection of donations for small supplies needed for the sledding hill. Ms. Coscia also reported that there was a new director of Tourism for North Carolina, Whitt Tuttle. There will be a series of “boot camps” to help teach the new director about NC. The one for Western NC will be held in Wilkesboro on May 8<sup>th</sup>. Ms. Coscia suggested that someone from the TDA Board attend this meeting. Mr. Brooks suggested that a letter be sent to the new director that more money needs to be spent on advertising NC attractions, including the High Country. Mrs. Scism reported that the NC Governor’s Conference would be held March 25-27 in Sunset Beach. Ms. Coscia suggested that someone from the TDA attend this meeting. Ms. Coscia reported that the Chamber budget would be available in mid-March. The Chamber would be asking all Beech Mountain residents to join the Chamber as a non-voting member. Mr. Brooks advised the Authority that many visitors were still sledding on the road and at the golf course. We need to ask the businesses to put the stickers on all of the sleds that they sell. Mr. Brooks also suggested that the Chamber charge businesses for the sledding hill report and that this money be used to fund sled hill operations. Mr. Brooks also suggested that these businesses be given some kind of advertising at the hill. Vice-Chairman Burleson suggested that a one panel information board be created that would allow all those that sell sleds to advertise. Mr. Brooks reported that there had been bad weather on both New Year’s Eve and President’s Weekend, and the fireworks were not used. Suggested that they be saved for a summer event. After some discussion, the Authority agreed to save the fireworks for a summer event. Vice-Chairman Burleson asked if there had been any further discussion of the Ladies Weekend. Ms. Coscia reported that planning for this event as well as other events was ongoing. The Chamber would also like to host a barn dance and dog show in early fall. Ms. Coscia reported that the Avery Arts Council is promoting a self-guided quilt tour in Avery County. Quilt squares would be painted on large boards that would then be hung on buildings.

**V. Other Business**

- A. Tombras Group** – Mrs. Scism, Account Executive with The Tombras Group, asked that the Authority approve an advertisement in a road trip guide published by the Charlotte Observer. The cost for a ¼ page ad would be \$1100 and would be published in early May. After a brief discussion, on a motion by Mr. Miller, seconded by Chairperson Smoot the Authority unanimously agreed to purchase the advertisement. Mrs. Scism asked the Authority if they wanted to proceed with the rack card distribution proposal that had been presented at last month’s meeting. After some discussion, Chairperson Smoot moved and Mr. Miller seconded that the Authority move forward with the creative and printing work as well as the CTM distribution. The motion passed unanimously. Mr. Holcombe asked what % of the tax base that property available for rental makes up. Mr. Boaz agreed to look into and report back. Mr. Holcombe asked about the status of the Authority’s request to have the number of units available for rental would be completed. Mr. Boaz reported that it would be added to the monthly report form in the near future.
- B. SkiNC Negative Ad** – Vice-Chairperson Burleson said that the TDA needed to respond to the negative ad on SkiNC.com that ran right next to the TDA’s ad promoting Beech Mountain. Chairman Smoot has prepared a letter to AppNet. After some discussion, the Authority agreed that the letter needed to be revised to mention the money that we spend with AppNet and inviting the owner to a TDA meeting to discuss. Chairman Smoot will make the necessary changes and email the letter to everyone before mailing it.
- C. Paying Invoices**-Mr. Miller moved and Mr. Holcombe seconded that the Finance Officer proceed with paying the bills presented. The motion passed 4-0.
- IV. Adjournment** – Upon a motion by Mr. Holcombe, seconded by Mr. Burleson, the meeting adjourned at 11:00 a.m.

Respectfully submitted,

Michael Boaz

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