

MINUTES
TOURISM DEVELOPMENT AUTHORITY
January 31, 2007

I. Call to Order

Chairperson Smoot called the meeting to order at 9:35 a.m. Present were members Charlie Burleson, Candi Catoe, Alan Holcombe and Rick Miller. The audience included Town Manager Michael Boaz, Mayor Rick Owen and Vice-Mayor Gil Adams. Also present were Melissa Scism of the Tombras Group, Chamber Office Manager Peggy Coscia, and Parks Committee member Jim Brooks.

II. Consideration of the Minutes from November 29, 2006 Regular Meeting – Mr. Miller moved to approve the minutes from November 29, 2006 as submitted. Mr. Holcombe seconded the motion and it passed unanimously.

III. Financial Report – Mrs. Rominger report was accepted as submitted. Mr. Holcombe moved to pay invoices as presented. Mr. Miller seconded the motion and it passed unanimously. Chairperson Smoot noted that the MLK weekend was not good for the businesses.

IV. Chamber of Commerce Report – Ms. Coscia informed the Authority; a) The fireworks display from New Years Eve, cancelled due to weather, would be held on February 17th, Presidents weekend. Ms. Coscia suggested that the New Year's Eve fireworks display not be held in the future and funds for the event be added to the July 4th celebration. Mr. Burleson expressed his desire to leave the New Year's Eve celebration as it is and the Authority agreed. b) Ms. Coscia reported that the Chamber has sledding hill t-shirts for sale, noting that they did not have a date and excess shirts could be sold at any time. c) Ms. Coscia indicated that the Chamber office was passing our surveys to all visitors who came into their office.

V. Other Business

a. Tombras Group – Mrs. Scism, Account Executive with The Tombras Group, suggested that the Authority do a 2 day radio blitz on February 6th and 7th in the Atlanta market. Mrs. Scism estimated the cost would be \$2,000. After a lengthy discussion, Mr. Miller moved to approve the Atlanta radio blitz. Mr. Holcombe seconded the motion and it passed unanimously. Mrs. Scism presented a proposal for a brochure to be placed in distribution racks. After a brief discussion, the proposal was tabled until the February meeting.

b. Negative Publicity – Mr. Burleson noted that the area had received some negative publicity on a web site. Mayor Owen indicated that the ski area was not responding, however he did feel that the Authority should write a letter in response to the individual who had written the article. Chairperson Smoot volunteered to draft a letter.

VII. Adjournment – Upon a motion by Mr. Burleson, seconded by Mr. Holcombe, the meeting adjourned at 10:35 a.m.

Respectfully submitted,

Reba Greene

