

MINUTES
January 30, 2008

I. Call to Order

Chairperson Burleson called the meeting to order at 9:30 a.m. in the Town Hall Council Chambers. Present were members Fred Barth, Rick Miller and Calder Smoot. The audience included Mayor Rick Owen, Councilman Alan Holcombe, Chamber Office Assistant Mike Shaw and Melissa Schism of the Tombras Group. There were a number of interested parties in the audience.

II. Consideration of the Minutes – Mr. Miller moved to approve the minutes of the November 28, 2007 Regular Meeting as submitted. Mr. Smoot seconded the motion and it passed unanimously.

III. Financial Report – Mrs. Rominger presented bills to be paid. Mr. Burleson commented on the additional High Country Host bills and noted that last month's packet had included a bill for their services. After a brief discussion, Mr. Miller moved to pay the High Country Host bills as submitted. Mr. Smoot seconded the motion and it passed unanimously. Mr. Miller moved to authorize payment of the other bills presented by Mrs. Rominger. Mr. Smoot seconded the motion and it passed unanimously. Mrs. Rominger noted that the Fund Balance was approximately \$138,000. The Authority was \$22,620. Short on revenue versus expenses for the fiscal year. Mrs. Rominger's report was accepted as submitted.

IV. Tombras Group – Mrs. Scism indicated that she would make the necessary correction to the lodging locator on the Authority's home web site page as well as installing the Contribute System on the Chamber's office computer to allow staff to make changes to the site. Chairperson Burleson asked about the cost of a portal page, as a result of a number of comments that the current site was very difficult to navigate. Mrs. Scism indicated it would be \$1,000. Chairperson Burleson moved to approve the \$1,000 expenditure for a portal page. Mr. Smoot seconded the motion and it carried unanimously. Scism asked if the Authority would like to participate in the Blue Ridge Parkway brochure. A brief discussion followed with the Authority deciding not to participate. Mrs. Scism was asked to send out general press releases on an as need basis and bill the Authority on an hourly basis. Tombras presented the portal page concept. Discuss surrounding the content led to the decision that the TDA, Chamber and Town would provide content changes, suggestions or rewrite by Wednesday, 4/2/08. Tombras will make design adjustments based on the comments from the TDA – lighter and a different background.

Discussion in regards to the web site continued. An estimate was approved for \$1,00 for Tombras to make content, proofing and functionality changes.

It was also approved to continue the brochure distribution for spring/summer 2008.

V. Chamber Report – Mr. Shaw reported: a) The FAM Travel Writers Tour was a success. Mr. Brooks indicated that there were expenses associated with the Tour that needed to be addressed. Mr. Brooks indicated that Fred's Deli breakfast bill was \$64, lunch at the Beech Alpen was \$132, dinner at Jackalope's View was \$760 with another \$200.00 for the entertainment during dinner. After a brief discussion Mr. Miller moved to approve payment

of the event bill up to \$1,000. Mr. Smoot seconded the motion. Chairperson Burleson asked that in the future the Chamber not ask for after the fact reimbursement of bills. b) Mr. Shaw reported that the Avery/Banner Elk Chamber had asked that the Town participate in Civil War plaques. After a brief discussion the Authority agreed not to participate. c) Mr. Shaw asked if the Authority would like the Chamber to participate in the 2008 NC

Governor's Conference on Tourism in Winston-Salem. Cost for the event registration was \$350.00 and hotel expense would be additional. Mr. Miller agreed to spend up to \$500 for the event. Mr. Smoot seconded the motion and it carried unanimously. Chairperson Burleson asked that a report on the conference be submitted to the Authority.

- VI Other – Chamber Discussion of Web Site and Membership** - The Authority discussed making the web site more user friendly and the Authority appointed Fred Barth, Kathy Carini and Fred France to the subcommittee to make recommendations on the web site, Mr. Barth was appointed as chairperson.
- VII. Adjournment** – Upon a motion by Mr. Miller, seconded by Mr. Barth, the meeting adjourned at 11:35 a.m.

Respectfully submitted,

Reba Greene
Town Clerk