

**MINUTES**  
**July 25, 2007**

**I. Call to Order**

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

**II. Consideration of the Minutes** – Mr. Holcombe moved to approve the minutes of the June 27, 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 fund balance would be increased by \$15,000 for the fiscal year. 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 Blue Ridge Digest had an ad for the Summer Fun, Our State magazine had asked that we place an ad, and a television station from Miami was interested in doing a promo for the Town. It was agreed that Mrs. Schism contact the station regarding the promo. The recent dog show had made a profit of approximately \$700, half to be donated to the Friends for Life. Mrs. Coscia requested that the Authority reimburse the Chamber for an ad in the Avery Banner Elk brochure, ¼ page for \$140.00. After a brief discussion Mr. Burleson moved to reimburse the Chamber for the \$140 expenditure. Mr. Miller seconded the motion and it passed unanimously. Mrs. Coscia's report was accepted as submitted.

**V. Other Business**

**a. Tombras Group** – Mrs. Scism presented an outline on the Print Campaign as well as the web site map. After a brief review, the Authority recommended that golf be added to Activities and Blue Ridge Parkway be listed under Area Attractions. Mrs. Schism noted that the Authority had money budgeted, approximately \$2,500, to reprint the brochures that are placed in the visitors racks. Mr. Holcombe asked that a more prominent color be used to make them more visible. After a brief discussion Mr. Miller moved to approve the reprinting of 20,000 rack brochures with the understanding that Mrs. Schism would e-mail color options. Mr. Holcombe seconded the motion and it passed unanimously. The Authority requested that Mrs. Schism bring a copy of the Our State editorial calendar for review to the August 29<sup>th</sup> meeting. Mrs. Schism asked about the HCH co-op ad, after a brief discussion Mr. Holcombe voted to place an ad in the North Carolina Visitors Guide. Mr. Miller seconded the motion and it passed unanimously. Mr. Holcombe asked about the branding message of Eastern America's Highest Town and the discussion resulted in Mrs. Schism indicating that it would be incorporated into the ideas for the ad concepts.

*b. Blog Discussion* -- Chairperson Smoot indicated that the Authority had not taken any action on the 'blog' issue and after a brief discussion, the matter was tabled for further discussion.

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

Respectfully submitted,

Reba Greene  
Town Clerk

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