

MINUTES
June 25, 2008

I. Call to Order

Chairperson Charlie Burleson called the meeting to order at 9:35 a.m. in the Town Hall Council Chambers. Present were members Fred Barth, Rick Miller and Calder Smoot. Candi Catoe arrived at 9:50 a.m. The audience included Town Manager Michael Boaz, Finance Officer Sally Rominger, Councilman Alan Holcombe, Chamber Office Manager Peggy Coscia, Chamber President Jim Brooks and Melissa Scism of the Tombras Group. There were a number of interested parties in the audience.

II. Public Hearing – Chairperson Burleson moved to open the Public Hearing on the proposed 2008/2009 Budget at 9:37 a.m. in the Town Hall Council Chambers. Mr. Miller seconded the motion and it passed unanimously. Hearing no comments from the public, Mr. Miller moved to close the Public Hearing at 9:40 a.m. Mr. Smoot seconded the motion and it passed unanimously.

III. Consideration of the Minutes – Mr. Miller moved to approve the minutes of the May 28, 2008 Regular Meeting with the addition of Councilman Holcombe in attendance. Mr. Smoot seconded the motion and it passed unanimously.

IV. Financial Report –

a. Monthly Report – Mrs. Rominger gave a brief review of the current budget, noting that the income for May '08 was \$3,425 with the Authority spending \$6,871.79 for the month and that expenses year to date were \$15,974 more than revenues. Mr. Rominger presented the bills from Tombras, noting that the Authority was only responsible for \$1,000 of the Blue Ridge Country ad, the Town had agreed to pay \$1,920.22. Mr. Miller moved to approve the Tombras bills. Mr. Smoot seconded the motion and it passed unanimously.

b. High Country Host – Chairperson Burleson asked for discussion with regards to the Authority's membership in the High Country Host which cost \$597.00. After a brief discussion, the Authority agreed with a vote of 4 to 1 to renew the High Country Host membership. Chairperson Burleson, Mr. Barth, Mrs. Catoe and Mr. Smoot voting yea. Mr. Miller voted nay. Mrs. Rominger's report was accepted as submitted.

c. Budget Ordinance – Chairperson Burleson opened the discussion on the Authority's 1008/2009 Budget Ordinance. Mr. Miller moved to approve the 2008/2009 Tourism Development Authority Budget ordinance in the amount of \$246,580. Mr. Smoot seconded the motion and it passed unanimously.

V. Tombras Group – Mrs. Scism presented the Authority with a proposal for the summer blitz campaign to include radio liners and web site banner ads in Charlotte, NC and Columbia, SC. After a lengthy discussion, Mr. Miller moved to approve the summer blitz campaign in the amount of \$3,522.71, noting that the amount would be taken out of the 07/08 fiscal year budget. Mr. Smoot seconded the motion and it carried unanimously. Mrs. Scism presented the 08/09 media outline. Mr. Miller moved to approve the media for July '08 for ExploreNC.com, Charlotte.com, MountainsofNC.com, 24-7Vacations.com, Travelinformation.com. Mr. Barth seconded the motion and it passed unanimously.

Mrs. Scism was asked to revise the remaining media proposals and contact the Authority members via e-mail for further discussion at the July 20, 2008 meeting.

VI. Chamber Report – Mrs. Coscia reported that the Chamber has not received any response from the AARP Brochures during the months of April and May. Mrs. Coscia indicated that the requested web site changes were included in the packet for the Authority to review. Mrs. Coscia also reported that the Chamber was very pleased with the proposed changes at Ski Beech. Mrs. Coscia’s report was accepted as presented.

VII. Other Business –

a. Avery Chamber of Commerce – Chairperson Burleson asked the Authority for discussion with regards to the Avery Chamber of Commerce request for assistance with the area map. After a brief discussion, Mr. Smoot moved to contribute \$500 for the project. Mr. Barth seconded the motion and it passed unanimously.

b. Beech Mountain Historical Society – Chairperson Burleson indicated that the Beech Mountain Historical Society had asked for the Authority to assist with a \$500 filing fee for nonprofit status. After a brief discussion, Mr. Boaz noted that the Town would make a contribution of \$250. Chairperson Burleson moved to approve the contribution of \$250 to match that of the Town. Mr. Smoot seconded the motion and it passed unanimously.

VIII. Adjourn – Having no other business to come before the Authority, Mr. Miller moved to adjourn the meeting at 11:30 a.m. Mr. Barth seconded the motion and it passed unanimously.

Respectfully submitted,

Reba Greene
Town Clerk
