

MINUTES
TOURISM DEVELOPMENT AUTHORITY
November 29, 2006

I. Call to Order

Chairperson Smoot called the meeting to order at 9:30 a.m. Present were members Charlie Burluson, Candi Catoe, Alan Holcombe and Rick Miller. The audience included Town Manager Michael Boaz, Finance Officer Sally Rominger, and Councilman Pete Chamberlin. Also present was Melissa Scism of the Tombras Group, Chamber Office Manager Peggy Coscia, and Chamber of Commerce President Jim Brooks.

II. Consideration of the Minutes from October 25, 2006 Regular Meeting – Mr. Miller moved to approve the minutes from October 25, 2006 with the addition of Mr. Owen providing the Authority with information on the BMIR advertising on the radio. Mr. Burluson seconded the motion and it passed unanimously.

III. Financial Report – Mrs. Rominger reported that the Occupancy Tax income for the month was \$12,491.62 with the expenses, year to date, were \$27,554.67 over budget. Mrs. Rominger then presented the Authority with bills to be paid. After a brief discussion, Mr. Burluson made a motion to pay the bills as presented. Mr. Miller seconded the motion and it passed unanimously.

IV. Chamber of Commerce Report – Ms. Coscia informed the Authority a) The Chamber's annual meeting was scheduled for tonight, November 29th, 6:00 p.m. at Jackalope's View. Ms. Coscia noted that Mr. Brooks and Ms. Keller would be coming off the board and results of the election would be announced at the meeting. b) Ms. Coscia asked that the Authority consider having a professional company put up the holiday lights in the Town. c) Ms. Coscia expressed the Chambers concern over the restaurants not staying open in the off seasons. Ms. Coscia indicated that the Chamber office called the owners regularly to see what their schedule would be. After a brief discussion, Ms. Coscia indicated that the Chamber was trying to set up a meeting for Monday, December 11th at 11:00 a.m. to discuss the issue with the restaurant owners.

V. Other Business

II. Tombras Group – Mrs. Scism, Account Executive with The Tombras Group, reported that she had e-mailed the information regarding the suggestions for the web site. Ms. Coscia asked about the print distribution group, noting that they gave a discount of 10% for a yearly contract, if the Chamber uses the service for 6 months the rate increases 15%. Mrs. Scism Get a rack card estimate for brochure distribution Agreed to place AARP ad for spring Agreed to place an ad in the Raleigh News & Observer for Winter Destinations page Further discussion on web site redesign

B. Other – Mr. Miller asked about the radio time from Sugar Mountain and it was noted that Beech Mountain did have a morning segment. A discussion followed with the Authority asking that Ms. Coscia and Mrs. Scism work together to develop a radio trade program. Mayor Owen indicated that BMRI had a contract trading air time with the local radio station. The Authority asked that he provide more details for further consideration.

C. Occupancy Report – Mr. Burluson asked if the Occupancy Tax Report could have more detailed information. Chairperson Smoot agreed that it would be helpful to know the number of rooms/nights rented. Mr. Boaz indicated that Ms. Norwood obtained more detailed information

twice a year and did not feel the agencies would take the time to do a more detailed report on a monthly basis. The Authority would like further discussion on the issue at a later date.

VII. Adjournment – Upon a motion by Mr. Miller, seconded by Chairperson Smoot, the meeting adjourned at 10:45 a.m.

Respectfully submitted,

Michael Boaz

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