

MINUTES
TOURISM DEVELOPMENT AUTHORITY
October 25, 2006

I. Call to Order

Chairperson Smoot called the meeting to order at 9:35 a.m. Present were members Charlie Burluson and Rick Miller. The audience included Town Manager Michael Boaz, Finance Officer Sally Rominger, Mayor Rick Owen, and Vice-Mayor Gil Adams. Also present was Melissa Scism of the Tombras Group, Kathy Brown of Bryce Holder CPA, Chamber Office Manager Peggy Coscia, and Chamber of Commerce President Jim Brooks.

II. Consideration of the Minutes from September 27, 2006 Regular Meeting – Chairperson Smoot moved to approve the minutes from September 27, 2006. Mr. Miller seconded the motion and it passed unanimously.

III. Audit Report – Bryce Holder CPA – Ms. Kathy Brown with Bryce Holder CAP presented the Tourism Development Authority 2005 -2006 Audit. Ms. Brown noted that the occupancy tax had increased 11%, \$16,000. Expenses were up 2½% from 2004-2005 and the fund balance was up 8%. All operations were in order. Ms. Brown noted that Mrs. Rominger was doing a very good job.

IV. Financial Report – Mrs. Rominger presented the Authority with bills to be paid. After a brief discussion, Mr. Miller made a motion to pay the bills as presented. Mr. Burluson seconded the motion and it passed unanimously.

V. Chamber of Commerce Report – Ms. Coscia informed the Authority that she was concerned about the additional amount of money the Chamber was spending on postage and she felt it would not be sufficient to last through the fiscal year. Chairperson Smoot indicated that the Authority would address the issue when the amount needed to be adjusted. Ms. Coscia noted that the Autumn at Oz event grossed \$13,000 for the Chamber. Ms. Coscia indicated that the Chamber had to pay \$600 for the use of the Elders property for parking and next year they would be asking \$1,200 because it was a money making event. Other parking arrangements were being discussed.

VI. Other Business

A. Tombras Group – Mrs. Scism, Account Executive with The Tombras Group, proposed that the Authority take an ad in the High Country Host Vacation Planner. After a brief discussion, Mr. Burluson moved to approve a 1/3 page ad for a cost of \$1,400 to be placed in the High Country Host Vacation Planner. Mr. Miller seconded the motion and it passed unanimously. Mrs. Scism indicated she would e-mail ad copies to the Authority. After a brief discussion about the ski season newspaper advertising, the Authority agreed not to proceed with the placement. Mr. Burluson asked that the advertising firm bring up the ad issue earlier in the season for next year.

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
