

MINUTES
October 31, 2007

I. Call to Order

Chairperson Smoot called the meeting to order at 9:30 a.m. in the Beech Mountain Town Hall Council Chambers. Present were members Charlie Burleson, Candi Catoe, Alan Holcombe and Rick Miller. The audience included Councilman Gil Adams, Chamber Office Manager Peggy Coscia and Melissa Schism of the Tombras Group. Vice-Chairperson Charlie Burleson arrived at 9:40 a.m. Town Manager Michael Boaz and Mayor Rick Owen arrived at 9:45 a.m.

II. Consideration of the Minutes – Mr. Holcombe moved to approve the minutes of the September 26, 2007 Regular Meeting as submitted. Mr. Miller seconded the motion and it passed unanimously.

III. Financial Report – Mr. Holcombe moved to authorize payment of bill as submitted. Mr. Miller seconded the motion and it passed unanimously.

IV. Tombras Group – Mrs. Scism reported: a) The three final ads were presented with approval. The call to action URL's are 'yourVIEWfromABOVE.com, getABOVEtheHEAT.com and

V. stay ABOVE theSNOW.com. b) The web site was presented for review. c) The Ski Beech 2 for 1 ski deal on Monday's will be reflected on the winter landing page and winter sports page d) Highly searched words for the web site that need to be referenced will include Grand Father Mountain, Tweetsie Railroad and the Blue Ridge Parkway. e) In discussing the lodging section the Authority noted that the web site was for the Authority, not the Chamber of Commerce. Further discussion on how the TDA could select the lodging companies listed on page brought about many questions regarding membership and off-mountain companies. It was agreed that a consultation with Town Attorney David Paletta was in order. f) This also brought about the question of whether the Chamber would keep their web site with the ULR. Mrs. Scism asked that she be informed of the URL decision.

VI. Chamber Report – Mrs. Coscia reported: a) The Autumn at Oz event went very smoothly. b) The Reports were being sent out to the media on a regular bases regarding the fall colors. c) Nominees for the Chamber Board will be selected before the next Chamber meeting. d) Mrs. Coscia noted that the fireworks have not yet been used. Mr. Burleson recommended that Mr. Brooks be contacted to see if they were still good and if so, Mr. Hoilman at Ski Beech be contacted regarding a New Years Eve fireworks show.

VII. Other – Hensley & Fontana, Public Relations and Marketing - Jill & Bruce Hensley, representing Hensley & Fontana from Charlotte, a full service public relations and marketing agency, addressed the Authority indicating that their firm was not an advertising firm, but a web based firm that provides story angles for media. Mr. Hensley noted some of the resorts dealt with in the past and noted the increase in visitors based on their assistance. Mr. Hensley indicated that a monthly retainer would be approximately \$2,000 per month. After a brief discussion the Authority asked that the firm return with a proposal.

VIII. Adjournment – Upon a motion by Mr. Miller, seconded by Mr. Holcombe, the meeting adjourned at 11:35 a.m.

Respectfully submitted,

Reba Greene
Town Clerk
