

Beech Mountain Tourism Development Authority
October 31, 2012 9:30am, Regular Meeting

Town Hall Council Chambers

MINUTES

- I. Call to Order – meeting was called to order at 9:34. Judy Decker was absent.
- II. Adoption of Agenda – The representative from Smoky Mountain Living was unable to attend, there for was taken off the agenda. The board would like to let Daniel Scagnelli speak before the bulk of the meeting. The Agenda was adopted with those changes.
- III. Consideration of Minutes-
 - September 26 – Regular Meeting
 - Brian Barnes motioned to approve the September minutes. Gil Adams seconded. All were in favor.
- IV. Financial Report
 - Occupancy Tax/Budget to Date – collections from September were down from last year. This makes it very apparent how important events are. Last year, Gravity Nationals was in September, this year it was not.
 - Invoice Approvals
 - HCH Installment – \$1958
 - Todd Bush Photo Shoot – \$1281
 - FLA Ski Council – \$900
 - Mark File Romantic – \$200
 - Reimbursement – Gas – \$39.56
 - Chamber – Hiking maps - \$30
 - BMR Brochure Payment - \$10,000
 - Candi Catoe made a motion to approve all invoices as presented. Brian Barnes seconded.
- V. Chamber Report - John Troxler
 - Visitation to the Chamber was up slightly from last year, with over 500 people coming in during October.
 - Autumn at Oz was a success this year, despite the weather. With the addition of utilizing the Ski Resort, there is the opportunity for growth next year. This could become a whole festival with Oz just being one part of that “Autumn” Festival. The Village area was great, although, many of the performers played to empty crowds. However, he feels that if the weather was nice, we would have been chasing people off. It was the most successful year for the Chamber of Commerce.
 - Upcoming events in November:

- Chamber Annual Meeting will be November 13th at 6pm. Jes Scott will be speaking about the Town's comprehensive plan, and Amy Morrison will speak about the TDA accomplishments for the year.
- Holiday Market and Punt/Pass/Kick contest will be November 24th down at the Buckeye Recreation Center.

VI. Marketing Report

- Sue Rodman blog proposal
 - Calder spoke with Sue Rodman at the Autumn at Oz event about marketing Beech Mountain this Winter. She put together a proposal including three prominent "Mom Bloggers", which includes posts on their blog, social media, and also a physical ad on their websites. The blogs have a very high visitation rate. Brian Barnes said he was sold on the idea after speaking with Craig at the marketing meeting in August. Brian made a motion to approve the \$1,000 proposal. Candi Catoe seconded.
 - There was some confusion about the proposal and the media tour Craig is putting together. They were not sure if it was the same thing. Amy will clarify with Craig.
- NC Division Winter Media Tour – Craig Distl is helping coordinate the NC Divisions skiing media tour coming up in December. Beech has the opportunity to participate. Craig wanted to know if we could contribute two nights lodging, lift tickets/rentals/lessons for one day, and a few meals. Judy has already offered some rooms, and the TDA offered \$1000 for food. Gil Adams made a motion to approve the winter media tour expenditure. Candi Catoe seconded. All were in favor.

VII. TDA Coordinator Report - Amy Morrison

- Amy will be making a presentation of Summer Initiatives and Projects at the Chamber Annual Meeting on November 13th
- High Country Marketing Partnership Meeting
 - Amy presented the marketing budget which was approved by the High Country Marketing Partnership on September 26th. They will be continuing with a heavy presence on VisitNC.com, as well as the markets they focused on last year: Billboards along I-77 and in Charlotte, TV ads in the Triad, Triangle, and Charlotte, along with varying print media.
- ASU Hospitality Class – Amy was asked to speak to one of the ASU Hospitality classes on my position and what we do on November 6th. She will see about getting an intern
- Winter Program Guide – the program guide is now complete and ready for distribution
- Updated Fall Website/Social Media – all websites and social media outlets have been updated with a fall look

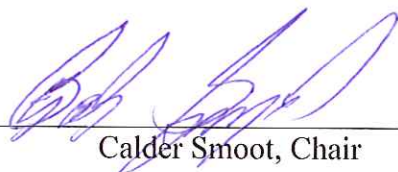
- Analytics – Amy feels that the website is still doing very well according to the Analytics. Visitation was up. The site is optimized so well that we had a huge visitor increase due to a post about Halloween.
- Social Media Update
 - After posting a few pictures from Sandy, the facebook site blossomed, with over 550 new fans in one day. Some of the photos were shared by 2,000 people, and viewed by nearly 500,000.

VIII. Other

- Jes Scott – New proposed rental guidelines
 - Jes had not arrived, so Randy Feierabend spoke in his place. Brian Barnes also spoke, saying that it had come to the Town’s attention that large rentals technically are not permitted under the ordinance. There are new laws in affect that limit the amount of non-related people and other laws that pertain to Vacation Rentals. The Town would like to permit them, safely. There was not a planning meeting yesterday, so they have not made any further decisions on adopting a new ordinance relating to large rentals
- Daniel Scagnelli – A Cool 5 Race
 - The A Cool 5 Race is a yearly fundraiser for the parks & Recreation Department. Last year, the title sponsor was Antler Realty, which is a business located outside of Beech Mountain. Daniel did not want to upset anyone by having the title sponsor be an outside business, and wanted to see if the TDA would be willing to be a title sponsor, so that the Race could remain a “Beech Mountain” race.
 - Brian feels that if there is a private organization that wants to pay, that they should be allowed to. This would bring more outside money to the mountain, allowing the TDA to spend more on marketing. The board agreed that if private funds could be secured, they should be. There was discussion about splitting the title sponsorship, but Calder doesn’t want to cut into their other sponsors.
 - The TDA would like the businesses on Beech to have a chance for the title sponsorship first, but if no one is interested, they feel the Rec Department should seek funds where they can.

IX. Adjournment

- Meeting was adjourned at 10:54am to closed session.



 Calder Smoot, Chair