

Beech Mountain Tourism Development Authority
May 23, 2012 9:30am, Budget Meeting

Town Hall Council Chambers

MINUTES

- I. Call to Order – Calder Smoot called the meeting to order at 9:39am
 - Just prior to calling the meeting to order, Fred Barth announced he would be resigning, and excused himself from the remainder of the meeting. Judy Decker was not present.
- II. Adoption of Agenda
 - There were no additions. Calder Smoot approved the agenda.
- III. Budget Discussion
 - Request for Consideration
 - Talia Freeman, Beech Mountain Resort
 - Last year, the TDA funded the printing of the brochure (approx. 12,000) and for two distributors (approx. \$3,000). She proposes that the TDA once again partner with the Ski resort to produce the brochure. She would like to slightly reduce the printing, and is requesting \$13,000 to assist with this printing and distribution. Calder asked Talia where the brochures would go – Talia responded that they go all over the Southeast, included Atlanta, Tri-Cities and Charlotte, all the way down to Florida and Alabama. She distributes to ski shops throughout the high country and southeast. Last year they also mailed out 700 via requests. Gil asked who Talia is using for distributing. She said Adsel, CTM, and Print Distributing. She would also propose that the BMR website will have a strong TDA presence.
 - Talia also mentioned that she would like to have a huge grand opening memorial day 2013 for the new trail system to be completed this summer. She would like to move the Beer Fest to that weekend.
 - Overview of Proposed Budget
 - Amy went through a power point presentation which showed the breakdown of budget line-items and the percentage of the budget each of those line-items make up.
 - After the presentation, Gil questioned the \$2,700 rent charge for the visitor center building. He thinks that should be absorbed into the proposed \$22,154 transfer to the Town General Fund. Calder was not sure since the town has taken over the payroll of the TDA employees.
 - Candi mentioned that she would like to see the TDA focus on sales – “we’ve cut down to the bottom line, there is no reason our summers are not stronger”.

- Calder asked everyone to take the materials home and look at them. He also asked the board to consider replacement's for Fred Barth's position on the board.

IV. Other

V. Adjournment – Meeting was adjourned by Chair Calder Smoot at 10:24am.



Calder Smoot, Chair