

Beech Mountain Tourism Development Authority
September 26, 2012 9:30am, Regular Meeting

Town Hall Council Chambers

MINUTES

- I. Call to Order – 9:30am. All were in attendance.
- II. Adoption of Agenda – Amy did add under “other” to discuss payment for the Ski Resort Brochure. The agenda was approved with the addition.
- III. Consideration of Minutes-
 - August 29 – Regular Meeting – Brian Barnes made a motion to approve the August minutes. Gil Adams seconded.
- IV. Financial Report
 - Occupancy Tax/Budget to Date
 - Extremely good august, one of the best on record. Mostly due to the Gnarnia Festival.
 - Budget Amendment
 - Brief re-cap of the last meeting, and the decision to move more money into the advertising budget from reserves. This requires a budget amendment. Judy Decker motioned to accept the amendment, Brian Barnes seconded. All were in favor.
 - Invoice Approvals
 - Craig Distl - \$2200
 - Blue Ridge Outdoors - \$1000
 - Big Boom Design - \$129.60
 - Pirate Race Productions - \$325
 - Discussion by Jim brooks on effect from race, which he didn't see.
 - Brian Barnes made a motion to approve the invoices. Gil Adams seconded. All in favor.
- V. Chamber Report - John Troxler
 - a. 602 visitors in august, which was more than last year.
 - i. 256 to date September
 - b. John thanked the TDA for the \$450 donation for assisting with Brews n Views.
 - c. Labor Day weekend events – worked well with combination of the Dog Show and Kite Festival.
 - i. Charged \$5 parking, and mountain electric gave over \$1,000 to pay invoices from the kite fest. The Chamber also received Kiwanis money.

- ii. Rain deluge again around 12:30 however dampened the events for the day.
- d. Autumn at oz – John went over the new Village Area, which will have music, games, and vendors. They will also be utilizing the ski lifts.
 - i. Brian got approval to use the BM Club vehicle if needed.

VI. Marketing Report

- BRO – September Issue – Amy passed around the Blue Ridge Outdoors September issue with a half page ad. She feel like something is still working because the inns are selling just as much now as in the summer.
- Todd Bush Photo shoot – Amy was able to coordinate a couple of days to work with Todd Bush on getting some fall photos will couples/biking/etc. There was a budget of \$500 for photos and \$100 for aerials if there was the possibility of splitting with the BM Club.
- Facebook Ads – Amy started the facebook advertisements that were approved in the Fall budget.
- USA Today December – there is an opportunity to do a 1/6 page ad for \$1,700 in the USA Today Escape magazine. Without much knowledge on the publication, no one felt that it would be a good investment.
- Sled & Skate packages
 - Jim Brooks was unable to get a cheaper price for the ice skating – Ryan thinks sledding takes away from the ski resort.
 - Do certain session times? Perhaps there is opportunity for cross promoting at the sled hill with ski resort advertisements
 - Craig is probably going to have a meeting on the 4th or 5th with Ryan to plan for winter media tour

VII. TDA Coordinator Report - Amy Morrison

- a. Town Council Presentation October 9, 2012 - Amy has prepared a PPT for the Town Council Department Review of summer projects, Randy will present a shortened version for the public.
- b. Town Employee Appreciation Meal - Amy sat on the employee appreciation meal committee, getting glasses and the caterer for the event that will be October 25th.
- c. Avery Middle School Field Trip - Amy spent last Thursday with a group of 2nd graders who wanted to learn about the impact of the seasons on the economy and the county in general. Showed them the ski resort, club tennis/lake coffee, and Buckeye Rec Center and the Picnic Pavilion
- d. Banner Ad's - Amy wanted to know if the Ski Shops should be allowed to get a banner ad for a discount, the board agreed to \$200 for a partial year banner ad.
- e. Winter Program Guide - The program guide which Amy designed is almost completed and will be ready for distribution in late October.
- f. Bark Park Press Release - As per the request of the board and Fred Pfohl, Amy prepared and distributed to the local news outlets a press release on

the Bark Park, and the hosting of the Dog Show. It was picked up by 2 out of the 3 papers the week after Labor Day.

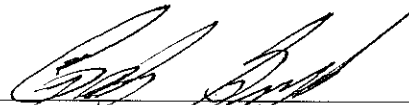
- g. Analytics – the website is performing well, with Romantic Asheville and VisitNC providing a lot of referrals.
- h. Social Media Update – Fans steadily increasing with a reach of almost 750,000.
- i. High Country Marketing Partnership Meeting – Amy will attend the budget and marketing meeting today at 1pm.

VIII. Other

- Ski Resort Brochure Payment
 - Talia had asked Amy how the board would prefer to pay for the brochure, whether to invoice partly from the printer or to pay the resort directly. The TDA said they could pay the resort directly instead of paying part of other invoices.
- Oz – John spoke of the potential with the new set up being at the Ski Resort. In terms of advertising, there are tv spots going on next week, along with online ads.
 - Candi agrees about the great potential, she wonders what the possibility of entertaining a September weekend? We need the boost in September.
 - Quiet in September, warmer weather, etc.
 - Capitalize more on leaves in October, there are already so many festivals in October.
- November 3rd – Ski Resort open house pre-season party will take place at the View Haus
- This evening there is a meeting at Buckeye about the Gnarria Festival at 6:30pm. The State ALE wanted to explain what happened from their point of view.
- NC Ski area associations fall meeting – NC Division has opportunity to put a prize on Wheel-a-fortune – and Beech Mountain Resort was picked and will be featured this fall/winter

IX. Adjournment

- a. Motion to adjourn – Candi Catoe made a motion to adjourn at 10:20am, Gil Adams seconded. All were in favor.



Calder Smoot, Chair