

Beech Mountain Tourism Development Authority
January 30, 2013 9:30am, Regular Meeting

Town Hall Council Chambers

MINUTES

- I. Call to Order – meeting was called to order at 9:32am by Vice Chair Judy Decker. Calder Smoot was absent.
- II. Adoption of Agenda – Amy had added under Update on Ad Schedule Romantic Asheville. Agenda was adopted with changes.
- III. Consideration of Minutes-
 - December 19 – Regular Meeting – Brian Barnes made a motion to approve the minutes. Candi Catoe seconded. All were in favor.
- IV. Financial Report
 - Occupancy Tax/Budget to Date – collections were down for December, when the Ski Resort had to close for an entire week. Randy Reierabend said that the temporary tax collector may have not been as aggressive. Jessica Heaton is back in the office now.
 - Invoice Approvals – see handout
 - Brian Barnes motioned to approve all invoices on the handout. Candi Catoe seconded. All were in favor.
- V. Chamber Report – Gina Phenneger
 - Amy introduced the new Chamber director, Gina Phenneger.
 - Visitors in January to date – 530, where there were only 370 last year.
 - The sledding hill has been open and operational in late January with good attendance
 - The Chamber has a new member, Valle de Bravo, the Mexican Grille at the 4 Seasons at Beech
- VI. Marketing Report
 - Update on Ad Schedule – the updated marketing budget reflects all payments to date. Several items have not been filled yet. There are several items that are under budget.
 - Romantic Asheville – Craig Distl requested to use an additional \$200 for Romantic Asheville to see if we could get more presence on the site. Craig wasn't sure about anything else, and asked if they were under budget on some items if we could fill in some advertising. Brian would rather see efforts directed to a spring media tour. Judy agreed that it may be time to focus on spring and summer.
 - Retro-80's Weekend – 80's weekend is coming up, posters have been distributed (they look great). There is a lot of participation. Out of the \$500

budget, \$250 will pay for a ghost busters group out of Charlotte, and \$250 will go to Candi Catoe to reimburse for Buick MacKane Friday February 22nd. The ghost busters will be making appearances throughout town all weekend.

- Calendar Rack Card – Amy was waiting on a few last minute calendar re-workings, including the possible change of the date for Oz. Tim Fox said that it would not change dates, but be the first weekend in October. Last year, the TDA purchased around 3500. Amy thinks that 5000 could be distributed this year. Brian Barnes would like to motion for a \$550 budget for the 2013 calendar. Judy Decker seconded. All were in favor.
- Lees McCrae Playbill – last year, the TDA paid for half of a playbill insert for the Lees McCrae summer theater. The Chamber of commerce paid for the other half (\$275 a piece). Brian would like to motion that the TDA to pay for the entire playbill since it is an advertising piece. Candi Catoe seconded. All were in favor of the \$550 expense. Amy will create the playbill to be a calendar of events, as it was last year.

VII. TDA Coordinator Report - Amy Morrison

- The new elevate yourself brochure has been delivered, already over 1000 have been distributed.
- Mom Bloggers Tour – Jan4-6 was a great success. I was at all of the activities, a twitter report shortly after showed a reach of 20,000 people from the activities of tweeting and blogging while they were on the trip.
- New office printer and laptop have arrived
- The new TDA assistant started January 21st, she was hired by the hiring committee in mid-January. She lives on Beech Mountain with her husband and two children, and should be a great asset to the visitor center.
- 12 glasses purchased for media will be sent to the Atlanta Media Mission in February
- New call log started in the past week and a half – 50 sledding hill calls, 27 lodging calls, with 14 requesting packages (including the 101 and the 99). Charlotte is the biggest location, followed by Georgia and Florida. Most heard from the website, with several from the billboard and the new article out in the Tennessean.
- Social media
 - Twitter – 292
 - Facebook – 3,065, up 400 in 5 weeks
 - Pinterest (still new) – 35 followers

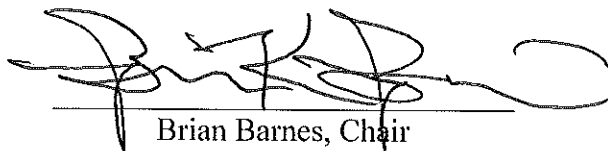
VIII. Other

- Amy Morrison contract
 - Automatic renewal on TDA contracts – it had come to Amy's attention that she is not under a current contract. The Town automatically renews contracts with the following clause:
 - Term
 - A. The initial term of this contract shall be one year. Subject to the provisions of the subsection (B), this

contract shall continue thereafter for one year periods unless thirty (30) days written notice is given prior to the time of expiration.

- B. Nothing in this agreement shall prevent, limit, or otherwise interfere with the right of the Town Council to terminate the services of Employee at any time.
- C. Nothing in this agreement shall prevent, limit or otherwise interfere with the right of the Employee to resign at any time from his position with the Town, subject only to the requirement that he shall give written notice thirty (30) days prior to said resignation.
- The board felt that this was appropriate in the contract.
- Letter to Town Council – Amy created two letters at the request of the TDA board from the month prior.
 - Ray Costin Memorial
 - Sledding Hill Signage – the original idea came to put signs in the sledding hill area to let people know what is past the park. The Chamber has created a design for a wayfaring sign much like amusement parks have, with arrows to the various businesses/locations. What about the front side of the fence? That could help people on the road get to the Ski Resort as well.
 - After the board reviewed the letters, Brian motioned to approve sending the letters to Town Council. Candi Catoe seconded. All were in favor. These items will be on the next Town Council Agenda.
 - Brian Barnes asked about the ambassadors program. Gina explained she has worked up an outline that she can send out. It outlines how many hours they work, some of the privileges, such as discounts. Brian asked if they would have a uniform of some type, she wanted to buy polo shirts. It is still a work in progress.
- Internship Interview 10:15am – the TDA board requested closed session to interview Kelly Cox for the internship position this summer.
 - After a brief interview, the board at the direction of Amy Morrison decided to hire Kelly Cox. Amy would notify her and work out the contract with Appalachian State University.

IX. Adjournment – Vice Chair Judy Decker adjourned the meeting at 11:00am.



Brian Barnes, Chair