

Beech Mountain Tourism Development Authority
April 24, 2013 9:30am, Regular Meeting

Town Hall Council Chambers
MINUTES

- I. Call to Order - meeting called to order at 9:35 by Chair Brian Barnes. Brian Barnes, Calder Smoot, Candi Catoe, and Judy Decker were present (Judy arrived late, board approved financials after her arrival).
- II. Adoption of Agenda – Calder motioned to adopt agenda, Candi seconded. All were in favor.
- III. Consideration of Minutes-
 - April 3 - Special Meeting (rescheduled regular meeting)
 - April 9 - Marketing Committee
 - Approval of minutes – Brian would like Amy to reword a part of the April 3rd minutes that says that Brian changed the law. He was proposing a change to the bylaw. Candi made a motion to approve with this change. Calder seconded. All were in favor.
- IV. Financial Report
 - Occupancy Tax/Budget to Date – The occupancy tax collections were up for March, one of the highest since 2006. Collections should be up for the year, around 10-12,000 at current projections. This was probably due to the extended season and late snow falls.
 - Invoice Approvals
 - Iverson - \$3300
 - RomanticAsheville.com May & June - \$400.00
 - Spiracle Media – Commercials approved in February - \$300.00
 - Sarah Bonner – Billboard Design - \$195.00
 - Staples - \$181.89
 - Jim Brooks Light Bulb supplies - \$10.67
 - Pixie Mtn Electrical Services – Bathroom Timers - \$120.00
 - Amy Morrison Gas Reimbursement - \$54.12
 - Calder made a motion to approve the invoices presented. Candi seconded. All were in favor.
- V. Chamber Report – Gina Phenneger was absent, but Amy Morrison gave her report
 - Visitor Count April – 2012 – 210, 2013 is down to 193.
 - The Chamber has 3 applications for the ambassador program, and they expect more once the part time owners start arriving.
 - Upcoming events: After hours in conjunction with the Avery County Chamber of Commerce will be held at the Beech Mountain Club May 14th
 - The ClimbMAX race will be June 22nd, and sponsors are being contacted
 - Sledding hill is closed

- Fast Eddies Market is open for business, it is located next to the restaurant
- With the passing of the new by-laws, an open seat on the board became available. Ballots are out, and due back April 26.

VI. New Business

- Scott Nelson – PSG Events – Director of Blood, Sweat, and Gears, which started out as a grassroots fundraiser for the American Red. 1200 spaces sold out in 4 hours this past year, there is a huge demand for the limited amount of spots, limitations include the brp and Valle Crucis. They would like to increase the amount of people who get to race without increasing prices, possibly with a triple crown event. They are exploring partnership with Blue Ridge Brutal. As part of due diligence phase, his board gave permission to come and speak to the TDA and the Town to see if they are interested in entertaining a new race. Scott feels that the incentive of an automatic registration into BWG could gain 500 entries easily
 - Brian Barnes thinks that this event fits in with the TDA's goals for creating more events. He asked about demographics and where they are staying – Valle Crucis? Scott has no data about where, but racers stay 2 nights on average, and are an elite demographic, 75% are from "out of town". After questions about timing, Scott proposed May or July. Brian wouldn't like to see it in July.
 - Calder said they were getting substantial reservations in Boone.
 - They would escort off mountain, then allow them to go full out, finish back on beech, 62 miles or so.
 - Rick Miller asked how long traffic would be held. Scott said they try to push out before 7:30am. Scott knows it can be an inconvenience, but they give back, \$50,000 to the ARC.
 - The week between mother's day and Memorial Day was discussed as a possible date? Jim Brooks thought Memorial Day would be even better.
 - Brian asked what they would need from the TDA. They need volunteers and sponsors, support from law enforcement, local, regional, volunteer fire depts, patrol units, and involvement with planning.
 - June 22nd will be busy with the Race – but Scott will be in touch with Amy for a more comprehensive presentation next month at the TDA meeting.
- Public Forum Date for TDA Budget – last year it was June 13th, can it be at the May meeting? – yes it can, it must just be announced. The board approved to hold the public forum May 29, 2013, at the regularly scheduled meeting.

VII. Old Business

- Bikes, Brews N Views – Amy presented an updated budget that reflected a higher income and expense due to the addition of music and other activities. The idea is to sell weekend passes, or passes to most of the events, to

encourage weekend stays. We also got permission from Ryan to advertise to breweries that there will be a People's Choice award. The patrons will pick their favorite beer, and that beer will be highlighted in the 2013-2014 season.

- Channel 2 – James is not interested in helping anymore on a contractual basis. Brian asked if anyone had ideas. Kathy has been suggested by fire department. Andi Saunders? Boomer? Amy can get in touch with James to get the information and disseminate for bids.
- USA 10km Trail Championship Update – Amy updated the board that Jason has been planning activities for after the race at the Famous Brick Oven, including a movie, and specials.
- Beech Mountain 10km ClimbMAX Race Date Change 5km and fun walk – The date of the ClimbMAX Race has been changed due to the new race for the fallen deputy of Watauga County.

VIII. Marketing Report

- Marketing Committee Meeting – Amy reviewed the minutes for the Marketing Committee meeting. The committee discussed packages, a date for a package meeting with lodging offices, ad efforts for early spring – Emerald Outback, Bikes Brews 'n' Views, the Trail Race series and Championship, and the Summer of 79 promotion.

○ Recommended Budget for Spring 2013 –

USA 10km Trail Championship Sponsorship**	\$ 2,000.00
Beech Mountain 10km ClimbMAX Sponsorship**	\$ 2,000.00
Lees McRae Playbill Ad**	\$ 550.00
HCP Visitor Guide Ad**	\$ 250.00
Google Adwords/Facebook for all promotions	\$ 1,000.00
BRO half page ad - June	\$ 1,000.00
Iverson Billboard Contract**	\$ 3,300.00
Design, Print, & Install Billboard	\$ 650.00
RomanticAsheville.com May and June	\$ 400.00
TBD Trail Race Promotions	\$ 500.00
TBD Summer of 79° Promotions	\$ 500.00
BMR Co-op on second billboard in Banner Elk	\$ 450.00
Design	\$ 200.00
Reserve	\$ 1,000.00

- Candi would like to motion to approve the marketing budget for Spring 2013. Judy seconded. All were in favor.
- Packages Meeting - May 1
 - Craig wanted to present the TDA packages to the lodging offices/customer service members so that they could understand what we are doing and why. This will take place May 1.

IX. TDA Coordinator Report - Amy Morrison

- Fire on the Rock – Craig Miller, of Jackalope’s View, competed April 8th. He won the first round, in which Craig, Jim Brooks, Candi, and Amy attended.
- Town Council Goals Update – at the request of the board, Amy reviewed the goals that the TDA had prepared for the upcoming year at the Town Council meeting this month.
- AAA BRP Tour Dinner – Amy attended a dinner for the AAA BRP Tour at Woodlands BBQ. This was the second year she was invited, as a HCH Board member, and it is a great opportunity to let travel planners know what Beech Mountain has to offer.
- Summer Program Guide – Amy has been working on the Summer Program Guide, which should be done in May.
- US Airways Meeting & Billing Cycle – the HC Marketing Partnership is pursuing another editorial with US Airways, about outdoor activities in the High Country. They are offering half pages this year, and it is a great opportunity for a magazine with distribution of over 3 million. Amy would like to attend a meeting to get further details. The board agreed.
- Kiosk Design – The kiosk outside of the visitor center is broken, and Amy had Dottie look into a few designs that would be more robust in the Beech Mountain weather. Tim Fox said that he was working on new kiosks for the entire town. Amy asked if they could have some input on the material that posters affix to; the cork board wasn’t working as well. Tim hoped to have the kiosks before the season kicks in.
- Charlotte Chamber Update 2:00pm - May 30th – Amy received an invitation, and would be attending the Charlotte Chamber Update at the end of May (updating on the changing demographic of one of our largest markets) in Blowing Rock. She invited others to attend.
- HCH Board Meeting May 7 – All are Welcome to attend, not just members. RSVP is required, and Amy can provide the information.
- Holiday Time – May 2&3 – Amy will be out of the office May 2&3 taking holiday time
- Analytics – Amy pointed out that the referrals are still up, while organic traffic from google is down a little.
- Social Media Update
 - Twitter Followers – 349
 - Facebook Fans – 3,323
 - Pinterest Followers - 56

X. Adjournment – Brian Barnes adjourned the meeting at 11:10am.

Brian Barnes, Chair