

Beech Mountain Tourism Development Authority  
May 29, 2013 9:30am – Regular Meeting (This meeting was continued on June 12<sup>th</sup>)  
Town Hall Council Chambers  
MINUTES

- I. Call to Order – Brian Barnes called the meeting to order at 9:34am. Judy Decker, Carl Marquardt, and Calder Smoot were all present. Candi Catoe arrived at 9:39am. June 12<sup>th</sup>, the meeting was reconvened at 9:32am. Calder Smoot was unable to attend June 12<sup>th</sup>.
- II. Adoption of Agenda – There have been a few additions to the agenda, including the Billboard at Banner Elk, and the Carolina Mountain Life items. Carl motioned to approve the agenda as presented. Calder seconded. All were in favor.
- III. Consideration of Minutes-
  - April 24 – Regular Meeting – Amy had sent the incorrect minutes out on Monday, but had sent the correct copy on Tuesday. Brian said the new minutes looked good. Brian made a motion to approve the April minutes. Candi seconded. All were in favor.
- IV. Financial Report
  - Occupancy Tax/Budget to Date – the Tax collections for April were the highest in years, which was strange considering the poor weather. Judy mentioned that it was mostly military payments from the previous month. We are up in collections for the year, and therefore will not have to transfer the full 20,000 from the fund, perhaps none.
  - Invoice Approvals
    - Paragon Printing - \$237.12
    - CLIMbMAX Race Sponsorship - \$2000
    - BRPA – Ad overage on Guide - \$160.00
    - Kelly Cox Intern Contract - \$400
    - Craig Distl PR & Marketing Contract - \$2200
    - Calder made a motion to approve the invoices. Candi seconded. All were in favor
    - Invoices for Approval June 12:
      - Town of Beech Mountain
        - Maps - \$36.00
        - Postage/Copies - \$14.26
        - Mountain EC – 51.30
        - Skyline - \$238.87
        - Blue Mountain Artists – Acoustic Syndicate downpayment - \$2500
        - Judy made a motion to approve the invoices, Carl seconded. All were in favor (Calder was not present at this meeting)
      - Budget amendment for Contract labor - \$1250. Due to the intern contract, the TDA needs to amend the current budget to pay Kelly Cox for hours in June. This will be reconciled against a surplus in the Watauga Tax line item. Carl motioned to approve the amendment. Judy seconded. All were in favor. Calder was not present for this vote.
- V. Chamber Report – Gina Phenneger
  - 190 visitors in the center in May – down from the previous year slightly
  - The Yard Sale is coming up June 15, the ClimbMAX race is June 22, and the Hog Roast is coming up July 6<sup>th</sup>.

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- The Yard Sale is coming up June 15, the ClimbMAX race is June 22, and the Hog Roast is coming up July 6<sup>th</sup>.
- There is increasing traffic from people wanting trail information now that it is warming up
- The After Hours for the Chamber event was great, they wished for higher attendance, but the people there were very impressed with the BMC and their facilities.

VI. Public Forum on TDA Budget 2013-2014

- Brian hoped through this forum the TDA could gain insight on how the Town would like to spend the TDA recreation funds. Randy would like us to move forward with our budget, and lay out a format to decide what those projects are. Set something into motion as to how procedurally to do this every year, perhaps the committee report to the boards after meeting.
- Calder asked if we should set a date to start working on identifying projects with the Town. Randy said as soon after the middle of June as possible. Either two subcommittees, and then follow up to the board
- Public forum ended at 9:41am

VII. New Business

- 2013-2014 Recreation Budget Proposal - Town of Beech Mountain – Randy spoke during the public forum concerning the recreation budget. He feels that with the budget season so busy, we should each complete our budgets, then come together after those are approved to determine where the recreation funds can be best spent. He suggested meeting near the beginning to middle of July.
- 2013-2014 Trail Plan/Building Proposal - Beech Mountain Resort and Eric Woolridge
  - Talia Freeman opened for Eric Woolridge of Destination by design. She recapped the updates at the Ski Resort, including a new top quad, new bar and deck facility at the top of the mtn, equipment for development of trails, and new maps. They are trying to put an emphasis on their summer product, but need a solid product to match the marketing efforts. Many of the public trails on Beech get poor reviews in terms of the development and maintenance of the current trails, visitor retention is low, and it is easy to get lost. Safety is also an issue, but after seeing the progression of Rocky Knob, Talia knows that providing a polished product will bring more people, there are always cars at Rocky Knob. She wants us to look comprehensively at the Emerald Outback and improving the trails so that BMR can also promote the entire park, not just their downhill trails.

- Eric Wooridge works for an economic development firm that focuses on quality of life projects – BRP, MTST, greenway planning, recreation plans for watauga county. He explained that the Rocky Knob trails were developed by the TDA because there were no public use trails. They received 550,000 in grants. He proceeded to review the proposal for a comprehensive trail plan (proposed at 29,000) and map development (proposed at \$2500). Brian asked if the planned funding for Rocky Knob included maintenance – the trails are sustainable to where they don't require much maintenance. If they do, volunteers can provide much of the help. Brian also asked if they deal with easements, which Eric does frequently. Jim Brooks raised the question of developing trails that the Town doesn't actually own. Calder asked if the proposal included pursuing grant funding – a list would be provided of the best options for grants.
- Roasting of the Hog Fireworks – Beech Mountain Chamber – Tim Fox said that the council is not embracing or offering any funds to assist with fireworks. Tim wanted to know if the TDA would use some of the funds from the sponsorship of the USATF race that was cancelled. Brian thinks we could offer \$2000. Calder made a motion to approve \$2,000 for fireworks. Candi seconded. All were in favor.
- Billboard at Banner Elk – Beech Mountain Parks & Recreation Department – BRC is contracted to do a billboard in banner elk for \$4800 per year (11x17). The board was not sure about the whole year, as they have not approved a budget yet. Amy suggested approving July to advertise Bikes, Brews 'n' Views. Candi motioned to fund \$400 for the billboard in July.
- Lees McRae Grant Request – Rory Kreggy presented on behalf of the Summer Theatre, which provides entertainment for residents and tourists. They are a non-profit that puts on a large scale production with semi-professional to professional actors. They do appreciate the advertisement in the Playbill, but wanted to request grant funding of any amount up to \$5,000. He said that Sugar Mountain and Banner Elk TDA's both contribute several thousand, and more than 8000 people attend. This year will be Chicago, The 39 Steps, and Singing in the Rain. Brian said they will take this into consideration when making budget decisions in the coming months.
- 2013-2014 Budget Workshop (This was discussed June 12<sup>th</sup>)
  - Brian discussed the changes from the previous years concerning the Advertising budget. He also wanted the board to review the notes included by Amy about things that we have done in the past. There were a few questions about the BMR Brochure payments in the past. Amy said that from her understanding, the Resort wanted help developing trails to host Gravity Nationals, and the TDA was instead able to help with marketing, but not directly funding infrastructure on private property. Carl asked if helping with the bike trails would help negate not having funds to help with the BMR Brochure (as we have done in the past). The consensus was that it would. Candi asked if we should include College Weekend transportation in other considerations. Brian thought we could get into specifics after the budget was approved. The board wanted Calder present for discussion before approving the budget.

## VIII. Old Business

- Scott Nelson – PSG Events – Scott updated the board on the proposed race and budget. The board had not had a chance to review the figures, but Amy would ensure they got the information for review. He will be busy with BSG over the next month, but would like to get together after the race to determine committee members and roles.
- Channel 2 – June 12, Kathy was available to answer questions about her proposal. The creation of the website would cost \$350, and then enabling all of the temperature and video link ups would cost another \$250. This would be in addition to a \$50 per month fee for maintenance. Brian asked if she knew someone who could create video content. She did not, but Amy mentioned that we have used Spiracle media at a great price for previous commercials. Carl made a motion to approve the proposal for \$600 plus \$50 per month. Candi seconded. All were in favor (Calder was absent).
- USA 10km Trail Championship Update – Amy wanted to update the board that the race was cancelled. The TDA had not paid any sponsorship dollars before the cancellation.
- Bikes, Brews ‘n’ Views – Amy wanted to introduce John Felty from Looking Glass Productions. Talia and Amy felt that with the increase in budget and scale of production, it would be best to have a professional to deal with logistics for all of the stage production and bands. He has worked on Mountain Song Festival, White Squirrel Festival, and been immersed in working with events and music. He explained his background, and how he started in music many years ago. Now, events he runs have over 20,000 in attendance. He is looking forward to working with us as well.

## IX. Marketing Report


- Update on Marketing Budget – The board was presented an up to date budget on the marketing expenditures and expected expenditures through June. She would take out the race and add in the Fireworks. Also, we did not have any plans for the Summer of 79 promotion or the TBD race promotion. Amy would check and see if Craig had any thoughts. The Summer of 79 is being promoted via google ad words though.
- Packages Meeting Recap – The packages meeting May 1<sup>st</sup> went really well. Craig had a great presentation about the packages, and Amy filled in on the calls and referrals. It was good to get everyone on the same page.
- Media Tour and Marketing Contract – Craig wanted to know if he could plan a media tour in July (next fiscal year). He needed up to 8 rooms, help with transportation, and wanted to get a budget approved.
- Promotional T-shirts – Amy had created a new white logo that would be great on some promotional T-shirts. She was thinking to order them for the Beer Festival, but since they are generic, they could get them early and sell in the Visitor Center. Brian asked Nancy about selling items. She said that it must be sold for what it was bought. Brian asked Tim if the chamber might be willing to sell them. He said they could order them with his bigger order to get a good deal.
- Carolina Mountain Life – Summer Issue – During the May meeting, Amy let the board know that we have typically done a ¼ page ad for \$445. Brian said he didn’t pay much more for a 1/3 page and, and would like to see what we could get that for.

At the June continuation, Amy updated the board that she got a quote of \$475 for the 1/3 page ad. Amy said that Craig thought we could modify the ad we placed in BRO that featured the lift access and brews n views weekend. Carl wanted to see a calendar of events, Brian thought perhaps something that featured the main events. Judy made a motion to approve the 1/3 page ad for \$475. Calder seconded. All were in favor (Calder was absent).

X. TDA Coordinator Report - Amy Morrison

- New Intern- Kelly Cox started May 20<sup>th</sup>, and she will be with us through August. She has been working on contacting breweries with Dottie, creating new itineraries and other pages for the website, and uploading content.
- The summer program guide should be out soon, it has been completed and proofed.
- The HCH Annual meeting was May 7<sup>th</sup>, not a huge attendance, but they have tried to include guests speakers to speak on a tourism subject. Wright Tilley gave a good presentation of some research they have done recently concerning brand perceptions of Watauga County and Boone.
- The Spring Newsletter has been sent – 182 have opened, 17 viewed from facebook.
- The website and social media sites have been updated for summer
- There is a BMC Mimosa morning May 31<sup>st</sup>, Amy will attend with Kelly
- There is a Wahoo's Expo June 6<sup>th</sup> from 11am-5pm, and we were offered free space to promote Beech Mountain. If the board approves, Amy will take Kelly. Everyone approved.
- Social Media Update
  - Twitter followers – 359
  - Facebook Fans – 3335
  - Pinterest - 55

XI. Adjournment to Executive Session



Brian Barnes, Chair