

Beech Mountain Tourism Development Authority  
June 24, 2013 Special Meeting  
Town Hall Council Chambers  
MINUTES

- I. Call to Order – meeting called to order at 9:35am by chair Brian Barnes. Calder Smoot, Candi Catoe, Carl Marquardt, and Judy Decker were all present.
- II. Adoption of Agenda – Calder made a motion to adopt the agenda as presented, Judy seconded, and all were in favor.
- III. Consideration of Minutes-
  - May 29<sup>th</sup> Regular Meeting Continued June 12<sup>th</sup> – Judy made a motion to approve the minutes as presented. Carl seconded. All were in favor.
- IV. Financial Report
  - Occupancy Tax/Budget to Date – Amy stated that the occupancy tax collections continue to be up, despite the strange weather. Expenditures will likely come in well under revenues, and the fund transfer will likely be unnecessary.
  - Invoice Approvals – Candi made a motion to approve the invoices presented. Judy seconded. All were in favor.
    - Pace US Airways July Issue - \$1400
    - HCH Installment for Marketing Partnership - \$1958.00
    - High Country Press Summer Visitor Guide - \$200.00
    - Blue Ridge Outdoors June Issue - \$1000.00
    - Kelly Cox Contract Labor - \$1050.00
    - Staples - \$230.70
    - Carolina Mountain Life Summer Issue - \$475
    - Amy Morrison Reimbursement - \$85.27
      - Gas - \$60.27 (Charlotte Chamber Meeting, Wahoos Expo, Grandfather Mountain Hospitality Training, HCH Board Meeting)
      - ABC Permit Background Check - \$25
    - Credit Card Approvals
      - Uprinting Stickers - \$99.24
      - Postage (bulk mailings) - \$17.65
      - Google Adwords - \$500.00
- V. Chamber Report – Gina Phenneger
  - Visitor Count
    - June 2013 – 295
    - June 2012 – 325
  - Upcoming Events
    - July 6 – Hog Roast – Fireworks, Local DJ, Bounce House, Kids Games, & Food
  - New Board Member – Bell Bennett of Beech Mountain Chalet Rentals
  - New Chamber Member – Preferred Mountain Real Estate – Emily Farthing
  - Lee From Public Works has been assisting in the office while on injury leave
- VI. New Business -

- 2013-2014 Budget Approval – Calder and Brian met with Cindy Porter and Paul Piquet about the capital expenditures portion of budget – the committee was not prepared to make a recommendation yet, but there are many different possibilities. Most in the committee felt that some would go to pay note on Buckeye; there was also consensus on trying to finish the street scape – specifically hard surfacing. Judy made a motion to accept the proposed 2013-2014 budget as presented; Carl seconded. All were in favor.
  - There will be a buffer for review and cola in that figure for Amy Morrison's salary. Calder motioned to approve Amy's contract, Candi seconded. All were in favor. Carl motioned to approve Dottie Moretz's contract, Candi seconded. All were in favor.

## VII. Old Business

- Beech Road Race – BSG – Scott Nelson is looking to develop a committee to work on the event that was tentatively approved by the BSG Board of directors. Calder suggested David Wagner, who has ridden BSG. Other suggestions included Rory Ellington, Gil Adams, and Fred Pfoal. Brian Barnes agreed to be the TDA liaison, and Tim Fox agreed to be the Recreation Department liaison. Amy would follow up for a meeting with everyone.
- Channel 2 - beechmntv.com – Randy noted that James has agreed to another quarter of administering channel 2 while Kathy works on the new site for switch over. The board agreed that BeechMtnTV.com would work for the domain name.
- Bikes, Brews 'n' Views – July 19-20<sup>th</sup> - the event planning is well underway, with only three weeks to the event. Posters and the majority of the advertising push will begin this week. Acoustic Syndicate will be headlining Friday night, with the Beer Festival activities on Saturday.

## VIII. Marketing Report

- Update on Marketing Budget – Amy presented the Marketing budget for the Spring Advertising to date. Everything is on track as approved.
- Proposed Marketing Budget – The board was presented the annual marketing budget that Craig and Amy worked on. Craig suggested using the money from the media tour that was supposed to be in the spring to roll over for the media tour that will now fall in July. Until the final budget for 2012-2013 comes in, the board would like to hold off on approving any larger transfers. Carl made a motion to approve the summer 2013 advertising as presented. Judy seconded. All were in favor.
- PR Update – Craig had brought by a plethora of hard copy news articles from the past summer and a few from winter 2013. Placements included Lake Norman Magazine, Roanoke Times, Lake Living, and Charlotte Observer.

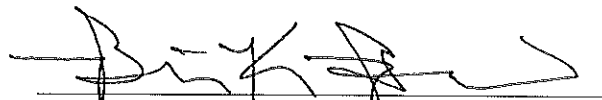
## IX. TDA Coordinator Report - Amy Morrison

- The Summer Program Guide is out, the Visitor Center has copies, and bulk copies can be procured at Buckeye.
- Wahoo's Expo – the Expo had low attendance, however, many who were there were interested in the Beer Festival.
- Grandfather Mountain Hospitality Training – Jim Cunningham led a hospitality training program. He stressed how important good impressions were, as well as thinking of all the detail, such as having plans on people getting locked out of cars, etc. One bad experience must be outweighed by over 30 good experiences, which is very difficult.
- Charlotte Chamber Update – The Charlotte Chamber update at the end of May was focused on businesses and real estate in Charlotte, which are showing great improvements. The population growth expectancy is huge, possibly doubling in the next 30-40 years. With such

proximity to this market, we are sure to see some of the side effects of their growth in more visitations from that area.

- Analytics – Analytics show slight decline from last year. However, referral traffic is up, leading us to think that advertising is doing well.
- Social Media Update
  - Twitter Followers – 359
  - Facebook Fans – 3,335
  - Pinterest Followers - 55

X. Adjournment – meeting was adjourned by Brian Barnes at 10:24am.



Brian Barnes, Chair