

Beech Mountain Tourism Development Authority  
July 31, 2013 Regular Meeting  
Town Hall Council Chambers  
MINUTES

- I. Call to Order – the meeting was called to order at 9:32 by chair Brian Barnes. Judy Decker, Carl Marquardt, and Calder Smoot were all present. Candi Catoe arrived at 9:35am.
- II. Adoption of Agenda – Carl made a motion to adopt the agenda as presented. Calder seconded. All were in favor.
- III. Consideration of Minutes-
  - June 24<sup>th</sup> Special Meeting
  - June 26<sup>th</sup> Regular Meeting
    - Calder made a motion to approve the minutes as presented, after Brian Barnes noted that June 26<sup>th</sup> meeting was a Regular meeting, not a Special meeting. Carl seconded. All were in favor.
- IV. Financial Report
  - Occupancy Tax/Budget to Date – Amy noted that collections were up for June, as well as the year ending, and expenses were below expectations. Therefore, the 20,000 budget amendment would not be necessary (saving those funds in the account), and funds in excess of 10,000 will be added to the fund account for next year.
  - Invoice Approvals – several of the invoices have not been printed for payment, as they were either slightly different amounts than approval, or will be printed before the next meeting. Carl made a motion to approve the expenditures listed below. Candi seconded. All were in favor.
    - Linville River Ice Company – 921.25
    - Beech Mountain Chamber Donation – 500.00
    - Kelly Cox Intern Payment - \$1050
    - File Investments Romantic Asheville – \$400.00
    - Jump! Of Boone - \$400.00
    - Unline - \$125.81
    - The Meridian Agency design - \$450
    - Image Promotions t-shirts - \$1600
    - Big Boom Design web maintenance and development - \$624.95
    - Talia Freeman Live Music - \$500
    - BRPA Member Dues- \$350.00
    - Amy Morrison Reimbursements
      - \$1040.13 - Glasses
      - \$283.87 – Gas Cards & Supplies
      - \$14.72 - Supplies
    - Carolina Cat - \$571.51
    - Magic Cycles - \$350
    - Valle De Bravo - \$160.11

- Vasarely's - \$187.62

#### Receipts

- Rays Weather Ad- \$100.00
- Dollar General Supplies- \$21.48
- Walmart Media Tour Bags- \$73.27
- Wraps Box & Ship Postage - \$8.03
- Lowe's Supplies - \$13.83
- Fred's General Supplies - \$16.32
- Allen Financial Group Insurance - \$485.00
- Wristbands.com - \$251.51
- Token Factory - \$304.18
- Hot Prints PostCards - \$105.62
- PrintGlobe Coasters - \$130.00
- Facebook (Marketing)
  - \$29.76
  - \$52.72
  - \$32.02
  - \$250.11

#### V. Chamber Report – Gina Phenneger

- Visitor Center count for July 2013 was 528, down from about 600 last July; it was very rainy, so that could have had an effect.
- The Kite Festival is coming up September 1<sup>st</sup>, we have the kites, and the giveaway will start at 10am
- The Mile High Music Fest is set for September 8<sup>th</sup>, with Sons of Bluegrass, Donna the Buffalo, and Randy Houser headlining.
- The chamber is moving forward with Oz, with limitations on what they are in charge of, including ticketing and parking.

#### VI. New Business

- Capital Funds Expenditures Proposal
  - Brian Barnes reviewed the process of the committee recommendations, which was comprised of Paul Piquet, Cindy Keller, Brian Barnes, and the chair Calder Smoot.
  - The proposal includes:
    - \$10,000 for hard surfacing the greenway walkway
    - \$1,000 for shrubbery/trees
    - \$10,000 for Buckeye Recreation Center with the options included to pay off mortgage, help stabilization of the bank, construct an outdoor shelter, and upgrade bathrooms at Buckeye Pavillion
    - \$5,000 for improvements at Kat's Overlook
    - \$2,000 for flags and banners for power poles
    - \$5,000 for planning on existing trail system
    - \$15,000 to match grant for improvements to existing trail system
    - \$8,000 for portable stage and tent cover
    - Other recommendations that are not included

- Visitor Kiosks
  - Facebook/other social media signs
  - Public Art Display
  - Updates for Visitor Center
- Fhol
- Greenway Paving – Recreation Committee – Rory Ellington and Fred Ephol came to discuss the paving of the greenway. The committee is requesting funds to complete as much of the greenway as possible, in a 5ft wide path, in order to combat the erosion and upkeep of the current non-paved surface. They stressed that the upkeep is getting to be too much, and with all of the rain this year, they are losing a good bit of the pathway, to the point of being unsafe to walk on in some areas. Brian asked if 10,000 would be enough to accomplish some of that. Fred said any amount is great, but the whole project would be around 60,000. They can complete in phases, however. Brian suggested increasing that to 15,000 or 16,000, taking the suggested money from improvements to Parkway Overlook.
  - Request for shrubs – Susie Knepek – Susie stressed that while annuals are great in the spring, it is the perennials that will come back next year, saving money, as well as provide that spectacular color in the late Summer when everyone is leaving for the year. She provided a list of potential purchases. Her request was for 1200, not the 1000 that was proposed.
  - Brian Barnes asked Tim Fox if he could spend 10,000 on any project, what he would do. He suggested a commercial Kitchen, which was not initially suggested. Candi Catoe asked if there was nothing else that would benefit the tourism community more than a commercial kitchen. Tim didn't think he could actually complete any other projects with that little money.
  - Brian was unfamiliar with the facebook sign idea. Craig said that it was an idea to use our small budget to get people promoting Beech Mountain for free. They would be signs placed in strategic iconic locations, and people would be spurred to "facebook" share photos from that spot.
  - Brian asked Calder to explain the traffic counter. Calder said something can be embedded to count cars on the parkway, which could provide data on how many people are coming to events and leaving the same day. Brian was unsure of how the TDA would be able to use the data.
  - The public art display idea is similar to the Rosen Art Outdoor Sculptures, which are loaned to the University to supply public art. Fred mentioned that the insurance to carry those sculptures is very high, but perhaps the TDA could commission someone to do a piece, or convince someone to loan a piece. Fred also suggested painting the water tanks, and small projects that they could get a high school art class or someone similar to do for free.
  - Brian asked Amy what updates the Visitor Center needed. She mentioned that a flat screen tv to show channel 2 and possibly just a slideshow of pictures, some framed updated prints for wall decorations, as well as some possible improvements to the storage area including new shelving.
  - Fred also asked about replacing the chairs that are used for the street dances and his concerts, as they lose some every year.
  - After hearing all of the proposals, Brian suggested the following expenditures:
    - \$16,000 for Streetscape Paving
    - \$1,200 for shrubbery and trees
    - \$10,000 for Buckeye Kitchen
    - \$2,000 for flags and banners

- \$5,000 for planning on the emerald outback
- \$15,000 to match grant for improving emerald outback
- \$8,000 for portable stage
- \$2,000 for Parkway Overlook Kiosk
- \$800 for facebook signs
- \$1000 for updates to visitor center
- \$380 for chairs
- Brian made a motion to approve the capital expenditures for recommendation to the Town Council. Carl seconded. All were in favor.
- Visitor Information Channel – Brittany Swain – Brittany wanted to inform the TDA that they are expanding into new Markets with their Visitor Information Channels. They can cheaply place ads in several new markets, including Gatlinburg, Knoxville, and Waynesville. She provided the rate sheets. She also was interested in the Mile High Music Fest, and said she would promote on TV.
- Audit Contract Approval – up to \$1850 – the Audit Contract is for expenditures up to \$1850, which was \$50 more than the budgeted amount. Candi made a motion to approve the contract. Calder seconded. All were in favor.

## VII. Old Business

- Beech Road Race – BSG – the committee has met a few times to discuss the Beech Mountain Metric race, scheduled for May 17, 2014. There will be a Chamber after hours on August 19<sup>th</sup> to present the race date to the business community of Beech Mountain to garner support. Some BSG board members will be present.
- Channel 2 – Kathy is still working on setting up some of the “extras” that James had developed over the years, including the weather and web camera’s. We may not need James for the entire quarter. She will be using the domain beechmntv.com for the new hosting site.
- Bikes, Brews ‘n’ Views
  - Bikes, Brews ‘n’ Views was held July 19-20<sup>th</sup>, and attendance was down from last year. Revenue is up slightly, due to an increase in ticket prices, but the expenditures were much higher with the event being increased to encompass Friday evening as well. The concert went great, however weather was probably a factor, as it rained the entire week before, and the entire morning of the Beer Fest. Amy asked if the lodging partners received any nights from patrons. Most said that they either got just a couple or none, but Amy did point out that not everyone will mention why they are staying. Calder was almost completely booked, but had to discount his rooms in order to do so. Amy wondered if the event should continue if no one is getting any lodging. The board felt that it was still a good event to continue. Amy said that the budget will probably need to be re-evaluated. Carl said that he thought it was a great event, and the TDA is considering this a first year event, without the backing/advertising of the USAC Gravity Nationals. There was a sheet summarizing the ticket sales each day, night, and t-shirt sales. Expenditures have not all come in, however.
  - TVAC Donation – Amy said that Talia had set up with Brie to cover trash with the TVAC group. She was requesting a \$500 donation to help offset their hours. Brian asked how many kids were there, and how long they worked. Amy didn’t actually coordinate, but she thought there were 5-6 kids at most times, and they probably worked about 8 hours or so. Brian suggested \$250 to cover “minimum wage”. Candi made a motion to approve. Calder seconded. All were in favor.

## VIII. Marketing Report

- Update on Marketing Budget – Craig was present to answer any questions regarding the annual marketing expenditures proposal that was partially approved in July. He also updated the board on the past year, he thinks things have gone really well, although he expressed reservations about the loss in advertising funds, and the ability to mitigate consequences to tax collections. He also reviewed some of the past placements of PR.

- **Late Summer/Fall 2013 – budget to date**

<b><u>Expenditure</u></b>	<b><u>Proposed</u></b>	<b><u>To Date</u></b>
• Blue Ridge Outdoors ad (September)	\$1,000	---
• RomanticAsheville.com (July/Aug/Sept/Oct)	\$800	\$400
• Spiracle video shoot of Beech fun for Channel 2, other uses	\$600	---
• Facebook advertising	\$175	\$250
• Design, create, install Facebook Photo Spot signs on mountain	\$775	---
• Google Ad Words	\$100	(roll over)
• Ad design for Blue Ridge Outdoors	\$200	---
• Short-term billboard in Banner Elk to promote BBV	\$200	\$200
• Expenses for Channel 2 for 12 months	\$1,200	\$600
• Meridian Agency Design Work	(beer budget)	\$450
• Ray's Weather Banner Ad	(beer budget)	\$100

Total	\$5400	\$2000
-------	--------	--------

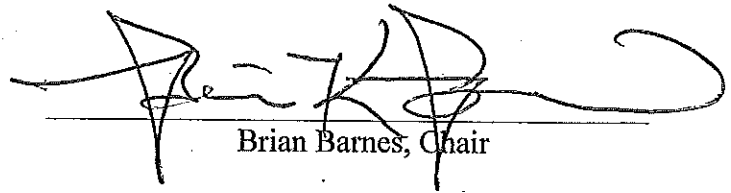
Other ads running: July – US Airways, Featured Events on VisitNC, Featured Special on VisitNC, Billboard on i-77 Corridor.

Also, Boomer has completed work on the mobile enabled beechmtn.com site. It does appear much cleaner than before. This \$486 expenditure was approved last year, though incurred in this year's budget.

#### IX. TDA Coordinator Report - Amy Morrison

- Amy brought several Visitor Guides to get ideas on a potential lay out for a Beech Mountain Visitor Guide. Brian liked the Explore Boone guide the most. Amy said she would start working on a front cover, and getting things together for that.
- Phone Bill – Amy did approach the chamber for assistance paying the phone bill, which will be over budget unless we cut one of the phone lines. She said they can cut the extra line when times are slow. Brian said that the extra collections from last year will cover that, and he didn't want people to get a busy signal.
- Amy will be out of town August 15-18<sup>th</sup>
- The analytics are showing improvement from when we had to repopulate the SEO in the spring.
- Social Media Update
  - Twitter – 388
  - Facebook fans – 3,520 - a great increase due to advertising the beer fest
  - Pinterest - 62

X. Adjournment – Brian Barnes adjourned the meeting at 11:37am.



Brian Barnes, Chair