

Beech Mountain Tourism Development Authority
August 28, 2013 Regular Meeting
Town Hall Council Chambers
MINUTES

- I. Call to Order – meeting was called to order at 9:34 by Brian Barnes. Candi Catoe, Judy Decker, and Carl Marquardt were all present. Calder Smoot was unable to attend.
- II. Adoption of Agenda – there were no changes to the agenda. Carl motioned to adopt the agenda as presented. Judy seconded. All were in favor.
- III. Consideration of Minutes-
 - July 31, 2013 Regular Meeting – Judy Decker motioned to approve the minutes from July. Candi seconded. All were in favor.
- IV. Financial Report
 - Occupancy Tax/Budget to Date – Occupancy was down drastically from compared to last year. There are a few things that could have attributed, including the poor weather, and lack of USAC Gravity Nationals. Everyone agreed the weather had been horrible; golf is down quite a bit as well. Also, most of the final invoices have come in for the Brews 'n' Views, leaving a loss of close to \$15,000.
 - Invoice Approvals – Brian noted a few invoices that were not included in Amy's list, however, they had been approved in July, and are reflected in the July minutes.
 - Moretz Signs – \$297.33
 - High Country Communications - \$307.44
 - Appalachian Printing - \$37.50
 - Constant Contact - \$189.00
 - Kelly Cox Intern Payment - \$400.00
 - Amy Morrison Reimbursement
 - Constant Contact Billing - \$19.00
 - Wine Tasting Cards for Packages (15) - \$112.09
 - Gas – HCH Meeting - \$19.78
 - Judy made a motion to approve all invoices for payment, Candi seconded. All were in favor.
- V. Chamber Report
 - Visitor Count:
 - August 2013-503, down from August 2012 at 602
 - Kate Gavenus started training for the new Chamber directorship.
 - Tim Fox Resigned from the Chamber Board of Directors.
 - There are two new individual members; Sandy Carr and Gina Phenneger.
 - The Kite Festival is this weekend, Sunday September 1, 2013
 - The Mile High Music Fest is September 8, 2013 with Randy Houser, Donna the Buffalo, and Sons of Bluegrass
- VI. New Business

- USAC Collegiate Nationals – Talia Freeman was approached by USAC to host the Collegiate Nationals in October. This is very short notice, and requires a financial outlay. She wondered if everyone supported them hosting the event, especially by way of trying to do some work on the portion of trails that need to be fixed that are maintained by the Town in the Emerald Outback. It should definitely bring some people to stay on the mountain in a slow time period. Brian noted that the money has been approved to spend on the Emerald Outback, and he is meeting next week to discuss initial planning and to start work. He feels that work could be completed by the end of October.
- Three Peaks USA Sponsorship – Andrew Stackhouse reviewed a power point on the benefits from the past Three Peaks races held on Beech and in the area, including generating about \$510 in occupancy tax revenue for the TDA. He wants to relocate to the top of Beech Mountain, finishing on the “third peak”. Also, there is room for a sponsor on Beech, a hotel or inn. They could actually start and finish at the sponsor location, providing a good overview of their facilities to a great target demographic. He is asking from the TDA to split half of the profit that will come from the TDA revenue, and sponsor the race for \$250. Brian said the TDA had to review a few things before voting on the outlay.
- Interbike Expo – Amy was invited by Bret Gardella of the Avery County Economic Development Committee, to Interbike, which is the largest industry bike expo in the nation. It is held in Las Vegas. As far as Amy can tell, the dates would be from the 16th – 20th, and airfare and hotel will run around \$1000. Brian feels that this is a great expo to gain contacts in the industry since Beech Mountain is trying to invest so heavily in the mountain biking trails, as well as involvement in Beech Mountain Metric, and future rides/races. They would have to ensure that there was coverage of the Visitor Center as well.
- Carl wanted to add to the new business a donation for Peggy Coscia, who recently passed away. The family has not said where they would like donations, but would like to motion to approve a \$100 donation of their request. Brian seconded. All were in favor.

VII. Old Business

- Capital Funds Expenditures Approval – The Town Council approved the TDA’s capital expenditures budget, and paving is moving forward on the streetscape. Moretz paving came in with the lowest bid. Also, as mentioned, they are moving forward spending money to fix trails in the Outback soon. Brian hopes some of those funds can be used for signage as well.
- Beech Road Race – Request for Sponsorship – Scott Nelson, who was not present, had requested a \$1000 gold sponsorship level from the Beech Mountain TDA. Consensus was that the TDA needed to help this race succeed to increase tax revenues before the summer season starts.
- After listening to the requests for sponsorship, Brian feels that the TDA can move funds from both/either the event line item, which came in under expected expenditures, or the salaries line item, which should be lower due to Dottie leaving. Taking excess funds from salaries and events to fund the following items:
 - Three Peaks USA - \$250.00 – Brian motioned to approve the Three Peaks sponsorship, Carl seconded. All were in favor.
 - Interbike Expo – airfare and hotel expenses of \$1000 – Carl motioned to approve, Candi seconded. All were in favor.
 - Beech Mountain Metric - \$1000 gold sponsorship level – Carl motioned to approve, Judy seconded. All were in favor.
- Channel 2 – Kathy is hoping to have a website ready to review shortly. She is still lacking the web camera connection, but that can always be integrated later. Brian had watched BeachTV

when on a recent trip, and felt that they did a great job of interviewing people in businesses and enjoying attractions in the area. It is not quite an advertisement, but very similar.

VIII. Marketing Report – The marketing committee met yesterday, August 27th, to gather and discuss Winter marketing plans. These plans had been developed earlier in the year, and tweaked and discussed by the committee. Craig did want everyone to have a chance to review the opportunity for WCNC sponsorship package that includes web camera exposure, snowmeter sponsorship, and both tv and online ads. It does require a large outlay.

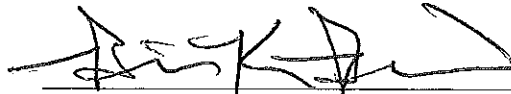
- Fall/Winter Marketing Proposal – with out including the WNCN proposal in the budget, the marketing committee would like to propose the following Winter expenditures:
 - Digital billboard in Atlanta for two months \$3,000
 - TV commercials on cable in Charlotte and/or Raleigh \$2,000
 - Facebook advertising \$400
 - Advertising on Mom Bloggers network in Atlanta \$1,000
 - RomanticAsheville.com (Dec/Jan/Feb) \$600
 - Ad design services \$500
 - Sponsor Snow-Meter on WCNC TV (may need BMR match) \$4,000
 - CharlotteOnTheCheap.com ads \$250
 - Retro 80's weekend \$1,000
 - Google Ad Words \$500
 - Rack card for 2014 \$500
 - Elevate Yourself brochure \$575
 - Carolina Mountain Life winter ad \$475
 - VisitNC Keywords \$250
 - Trade Show Brochure Placements \$600
- Total \$15,650
- This proposal does not include a Winter media tour, although Talia expressed interest in throwing one with the resort if Craig could assist, which could fall under his TDA contract. This proposal also does not include a sledding hill rack card (the chamber may be printing one), or transportation for college weekend.
 - Brian made a motion to approve the marketing committee's proposal for Winter expenditures. Candi seconded. All were in favor.

IX. TDA Coordinator Report - Amy Morrison

- Visitor Guide Cover Idea – Amy has worked on a few design ideas, presenting one to the board today. She still would like to work on that, but is not sure how much time before interbike she will have with the duties of the Visitor Center, but she is continuing.
- HCH Marketing Initiative Meeting – the marketing initiative met last Thursday to discuss the expenditures to date, and budget for 2013-2014. LGA, the ad agency for the NC Division of Tourism was present to review the newly launched VisitNC.com site. They have changed quite a bit, so now Amy is in the process of updating photos and listings. She passed around their proposed budget for the year, which includes magazine ads in Oprah, as well as TV ads in Raleigh and Charlotte.
- Amy will be attending the BSG planning day at the Marriott on Thursday.
- Analytics – traffic on the site is finally up compared to last year, after several months of being down. This was from the new SEO and repopulation on google.
- Social Media Update
 - Facebook Fans – 3,594

- Twitter Followers – 405
- Pinterest Followers - 71

X. Adjournment – meeting was adjourned at 10:54 by chair Brian Barnes.

A handwritten signature in black ink, appearing to read 'Brian Barnes', written over a horizontal line.

Brian Barnes, Chair