

Beech Mountain Tourism Development Authority
September 25, 2013 Regular Meeting
Town Hall Council Chambers
MINUTES

- I. Call to Order – meeting was called to order at 9:36am by Chair Brian Barnes. Carl Marquardt, Candi Catoe, Calder Smoot, and Judy Decker were present.
- II. Adoption of Agenda – Brian wanted to add the WCNC Web Camera approval to new business. Carl motioned to adopt the agenda. Candi seconded. All were in favor
- III. Consideration of Minutes-
 - August 28, 2013 Regular Meeting – Calder made a motion to approve the August minutes. Candi seconded. All were in favor.
- IV. Financial Report
 - Occupancy Tax/Budget to Date – Revenue collections are down year to date, with July being especially wet, and August lacking the large music festival that brought in a large amount of collections last year. The budget created was about 17,000 less than the collections were last year, which is about what we are already lacking from two months. Expenses are high than revenues due to the music festival, mostly.
 - Invoice Approvals – Brian wanted to add the approval of the 16,000 paving invoice. Carl made a motion to approve all invoices presented. Candi seconded. All were in favor.
 - Craig Distl Marketing & PR - \$2200
 - Riverdale Nursery - \$264.21
 - Skyline Phone & Internet - \$250.91
 - High Country Host - \$450
 - HC Marketing Initiative - \$1800
 - Big Boom Design Hosting - \$75
 - Meridian Agency Facebook Spot Design - \$120
 - Postage - \$40.82
 - Staples - \$141.81
 - Pirate Race Productions - \$250
 - Blue Ridge Outdoors/Summit- \$1000
 - Blue Ridge Digest Brochure Distribution - \$600
 - Amy Morrison Reimbursement –
 - Constant Contact Billing- \$35
 - Gas to Boone and Charlotte - \$125.58
 - Long term parking - \$25
 - Baggage check (\$25 one way) - \$50
 - Karen Brett Contract Labor - \$144
 - Credit Card Receipts
 - Flight and Hotel on Expedia - \$861.88
 - Resort fee at Monte Carlo (mandatory) - \$89.60

V. Chamber Report – Kate Gavenus

- Visitor Count September 2013 was 290, a little lower than 2012, which had 340. However, with the change-over in employees, some could have been missed. There is also another week left in September.
- Judy Decker has joined the board of directors of the Chamber of Commerce
- The Mile High Music Fest brought around 400 people to the mountain, but had a net loss.
- The Chamber has two new members, almanid Video Productions, and Christie Village Condominiums.
- Autumn at Oz is coming up, October 5th and 6th.

VI. New Business

- Bikes, Brews 'n' Views Date – Amy would like to know further in advance the date for the music fest, to have a better opportunity to get artists at a reasonable budget and know for advertising. She has spoken with Talia, who is going to try to get a pro race for the weekend of July 18-19, which is the same weekend that the event has been for the past two years. There was discussion about whether or not bands were needed for Saturday. Amy suggested having some cheaper bands during the festival and a DJ for the “after party”, instead of a \$500 band. The board unanimously felt that weekend would work.
- WCNC Web Camera approval – Craig has negotiated a reduction in the amount of time for the contract, and Beech Mountain Resort has agreed to pay for a couple of months. This leaves a \$16,000 commitment for the TDA. This package includes the web camera, as well as advertisements and sponsorship on NBC Charlotte and wenc.com. Brian feels that the TDA should take the funds out of reserve, which would be \$12,000 over the budgeted \$4,000 for the snowman meter sponsorship (which is included in the package). Carl made a motion to approve the expenditure. Calder seconded. All were in favor.

VII. Old Business

- Interbike Expo – Amy gave a short presentation to show the expo floor and the Avery County Booth. The expo was huge, with a half a million square feet of vendors and booths. Avery County was the only destination, with a handful of advocacy groups. She spoke with many people, out of the 30,000 that attended, many who had never heard about Avery County, but knew of the area. Several contacts alone could bring about more notoriety of the trails. A representative from Singletracks.com is interested in checking out our trails, is from Atlanta, but has no info on trails in the High Country. That contact alone can reach thousands of cyclists in the southeast.
 - Bret Gardella was present, and wanted to express to everyone why he felt Avery County should attend these events. He is an active advertiser; he would rather be out talking to people in the industry to try and get people to do product testing, events, and bring more notoriety to the mountain, eventually selling more property. He attended the event last year, and people remembered. Repetition is necessary at many of these trade shows, and he will be attending next year if the TDA would like to plan ahead for next year. He felt that Amy was very good at talking to the public as well. He will also be attending adventure travel trade shows in January, and April.
- Beech Mountain Metric – Planning meeting October 10th – There are over 240 registered riders for the BMM ride May 17th, 2014. There will be a planning committee meeting October 10th at Town Hall.
- Channel 2 – Kathy now has a model up and ready to go, but is still working on the layout and logistics of the slideshow. Amy is hoping to get together with her on how to update the slideshow soon.

- USAC Collegiate Nationals – Talia wanted to update the board via Amy. Beech Mountain Resort has Nationals set for October 24-27. She has been referencing people the the TDA site, as well as individual rental companies on Beech. USAC is doing an official release tomorrow. She will be calling a meeting next week in in regards to staffing volunteers. She is also meeting with the LMC coach tomorrow, and feels that everything is coming together. They are working on the schedule now, and are going to have to re-evaluate some course logistics, and Rory is helping. She feels this will be good for everyone, and is also trying to get equipment donated to help with the Emerald Outback trails.

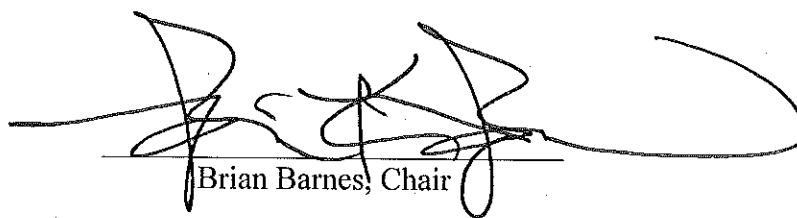
VIII. Marketing Report

- Beech Mountain Resort Banner Ad – the TDA has received banner ads the past couple of years for free through the support for the Beech Mountain Resort Brochure. We are not helping with that brochure this year, but did not anticipate the cost in the Winter advertising budget. Ads cost \$800 for a full year, and BMR.com was Beechmtn.com's number one referral for the winter months during 2012-13. Judy made a motion to approve the banner ad. Carl seconded. All were in favor. There is also a fee for a brochure listing. The board asked Amy if she could request that lodging get presence in the brochure as well.
- There is also an adword report in the packet today, showing the hits on the Summer of 79 promotion and Hiking & Wine promotion, representing 203 hits in the past month.

IX. TDA Coordinator Report - Amy Morrison

- Amy is still in the process of updating VisitNC. The way things are tagged can make a big difference on where they show up.
- Amy will be following up on Interbike contacts throughout the week, and may need lodging.
- Oz calls have ramped up and are taking up a lot of time through the first week of October.
- Amy will be working on the fall/winter program guide during the month of October.
- The google analytics show that we once again have gained in visitors compared to the previous year. There was a spike downward, which was due to the website being down for several hours. Average duration is longer as well. Our number one referral was romanticasheville.com.
- Social Media Update
 - Facebook Fans – 3,635
 - Twitter – 414
 - Pinterest - 76

X. Adjournment – the meeting was adjourned by Chair Brian Barnes at 10:50am.



Brian Barnes, Chair