

TDA MINUTES
MONDAY, JANUARY 12, 2015

The meeting was opened at 2 pm by Chairperson Margaret DeLuna with the following TDA members in attendance: Joan Posey, Robin Sargent, Anthony El-Khoury, Steve Dickey, Cal Stiles, and Aurelia Stone. Guests present were Phylis Blackmon and Jonathan Fleischer.

- 3) Following a moment of silence and the Pledge of Allegiance, the agenda was presented. Cal Stiles made a motion to approve it as presented. Robin seconded. All in favor – motion carried
- 4) Minutes from November 10th and December 12 were presented for approval. Robin made the motion to approve. Joan seconded. All in favor – motion carried.
- 5) Financial report presented – no action at this time.

UNFINISHED BUSINESS

- 6) Jonathan Fleisher from Digital Creations presented a mockup of the brochure. He requested guidance as to theme and branding of the TDA, After a great deal of discussion, it was decided to go with the information from the web site and try to keep the brochure and the web site using the same theme and tag lines. “Find Your Balance - Rest & Adventure” is our theme. Jonathan explained that he would be working on the brochure page by page, getting approval for each as we go along. There was more discussion about maps and pictures to go into the brochure. Aurelia made the motion and Robin seconded to definitely include the maps. He wanted a single person to contact. Nancy Lane was appointed to be that contact. Robin will get the contact to Jonathan for the web designer so the pictures, font, etc. will be available for the brochure. Jonathan also explained that they now had drones and could get some really nice overhead pictures and videos of the area.
- 7) Cal presented some options for leasing the current building. He suggested that we contract for a 5 year lease for \$1,000 per month, increasing by \$50 each year. The main problem with this location is the heating system. Dick was called in to be part of this discussion and informed the board that propane was at 32% on Wednesday and 0% when he arrived on Monday. There was some objection to a 5 year lease as we might have the opportunity to purchase a building within that time. Robin was not sure about being tied into a lease for that length of

time. More discussion about lease vs purchase. Robin made the motion to have a committee, with a finite 30 day time line, to research options and present at the February 9th meeting. Aurelia seconded. The vote was 5 to 2, with Steve and Cal objecting. Motion carried. Margaret appointed Joan, Robin and Aurelia to the committee.

8. Report/Update on Flat Screen & Blu Ray for Visitor Center. Board approved expenditure of \$450. The actual cost was \$240.57. No action needed

9. Dick gave report on Blue Ridge Country ad and referrals that have come from it.

NEW BUSINESS

10. We are over budget in the Action Adventure category by \$500. Anthony made a motion to move \$2,000 from Tourism Promotion to Action Adventure to cover the shortfall. Steve seconded. After brief discussion all voted in favor – motion carried

11. The Hospitality Association has requested the cost for a banner ad on the TDA TripAdvisor page. However, Mary Anne has not gotten back to the board with how it is set up or how much it will cost. Aurelia made the motion to table until next meeting. Anthony seconded – all in favor – motion carried.

12. No one participated in the public forum

There being no further business before the board, the meeting was adjourned.

Respectfully Submitted

Aurelia Stone, Secretary

Action Items for Follow Up February 9th

Responsible Person

Contact Digital Creations for brochure content

Nancy Lane

Contact Jonathan with Web Designer contact & number

Robin Sargent

Contact Rick about proposed lease details and heating

Cal Stiles

Check availability of other property to purchase or lease

Robin, Joan, Aurelia

Contact Mary about Trip Advisor Banner Ad

Margaret DeLuna

Aurdia Stone

Secretary

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Approved