

**Town of Seven Devils  
Tourism Development Authority Meeting  
February 23, 2016**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, February 23, 2016 at Town Hall. Chair Bill Wilkinson, Member Tom Gidley, Town Manager Debbie Powers and Finance Officer Helga Sappington were present. Member Anne Fontaine was absent.

**Call to Order**

Chair Bill Wilkinson called the meeting to order at 9:05 am.

**Adopt Agenda**

Bill made a motion to adopt the agenda. Tom seconded the motion. The motion passed unanimously.

**Approve Minutes**

Tom made a motion to approve the minutes of January 26, 2016. Bill seconded the motion. The motion passed unanimously.

**Citizen Comments**

Kay Lambert thanked the TDA for funding the Safety Fest in prior years. The 2016 Safety Fest is scheduled for July 02, 2016. Kay expressed the hope for the TDA to fund the Safety Fest in 2016.

**Old Business**

- Tennis court maintenance will be addressed at the next meeting.
- Pickle Ball will be addressed at the next meeting.
- Road repair on the road leading to the play-ground will be addressed at the next meeting.
- "Keep Seven Devils Beautiful" signs will be addressed at the next meeting.
- The selection of colors for the sponsored youth soccer team T-shirts will be addressed at the next meeting.

**New Business**

- Melynda Pepple with the Avery County Chamber of Commerce presented the possibility to continue to promote tourism and commerce in the community. The TDA asked for 500 "Calendar of Event Cards" to include them with the Seven Devils water bill. Bill made a motion to support the Avery Chamber with \$500.00 for their printing cost. Tom seconded the motion. The motion passed unanimously.
- Randy Johnson stated that he will provide the TDA with the article he wrote on the Town's history including his writings about the interview with Gardner Gidley to the next meeting for review.

- Randy Johnson stated that he will provide the seasonal pictures to the TDA that he took for the advertising needs of the TDA during the summer, fall and winter seasons.
- Randy Johnson stated that he will present the TDA with proposals for advertising for the upcoming spring season at the next meeting, including proposal for advertising with the Charlotte Observer Spring Road Trip Travel Section that will focus on Grandfather Mountain.
- Randy Johnson stated that he will present the TDA with proposals for Drone photography at the next meeting.
- Randy Johnson discussed with Anne Fontaine about writing an article on the Connect NC bond proposal. The bond will appear on the March 15 ballot. Debbie encouraged him to e-mail Anne because of the deadline, which he agreed to do.
- Randy Johnson stated that he added a new page to the website. It's called "The Warm Season of Seven Devils". The TDA and Debbie suggested that he include the Trout Farm. The TDA also suggested that Randy ask local businesses to place a Seven Devils link to their website in return.
- Bill made a motion to fund the 2016 Safety Fest (\$5000.00). Tom seconded the motion. The motion passed unanimously.
- Bill made a motion to advertise with the High Country Host in the WNC Magazine (1/2 page \$ 550.00) and the Southpark Magazine (1/2 page \$ 375.00) Tom seconded the motion. The motion passed unanimously.
- Helga mentioned that the TDA prior approved invoices to Main Street Marketing (\$1000.00) for the Avery County visitors map and to Lees-McRae College (\$210.00) for the ¼ page playbill have been received and paid.
- Debbie updated the TDA about the meeting with Stuart Scott about "Firewise Communities" and "Tree City USA". Debbie asked the TDA to fund the application process (\$400.00 each). The TDA will revisit this discussion once the council approves, moving forward with the "Firewise Communities" and "Tree City USA" projects.

### **Financial Statement**

- Bill made a motion to approve the February 2016 financial statements. Tom seconded the motion and it was agreed upon unanimously.

### **Adjourn**

At 10:10 am, Bill made a motion to adjourn. Tom seconded the motion and it was agreed upon unanimously.