

**Town of Seven Devils
Tourism Development Authority Meeting
January 28, 2020**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, January 28, 2020 at Town Hall. Member Anne Fontaine, Member Richard Blonshine, Member Tom Gidley, Member Leigh Sasse, Town Manager Debbie Powers, Parks & Rec Program Tech Jewel McKinney and Finance Officer Helga Sappington were present.

Call to Order

Town Manager Debbie Powers called the meeting to order at 9.10 am.

Nomination of Chair

Anne Fontaine was nominated Chair. She accepted her nomination. Tom Gidley was nominated Vice Chair. He accepted his nomination.

Adopt Agenda and Approve Minutes

Member Tom Gidley made a motion to adopt the agenda and to approve the minutes from the October 22, 2019 meeting. Member Richard Blonshine seconded the motion. The motion passed unanimously.

Citizen Comments

Larry Fontaine, Wayne Bonomo and Brad and Kay Lambert were present.

Old Business

- Town Manager Debbie Powers updated the TDA members on the signage and the webcam.

New Business

- Parks & Rec Program Tech Jewel McKinney updated the TDA members on the results of the Recreational Needs Survey.
- Parks & Rec Program Tech Jewel McKinney updated the TDA members on the Comprehensive Parks & Rec Plan for 2020/2030.
- Member Tom Gidley made a motion to fund an interactive map for the Town's website to promote tourism in the Town of Seven Devils (\$1,600.00). Member Richard Blonshine seconded the motion. The motion passed unanimously.
- Parks & Rec Program Tech Jewel McKinney updated the TDA members on upcoming grant opportunities. She informed the TDA members that she had been taking online webinars to help her with the upcoming grants.
- Parks & Rec Program Tech Jewel McKinney updated the TDA members on the new signage at the tennis/pickle ball courts and Otter Falls.
- Parks & Rec Program Tech Jewel McKinney presented estimates for the repair of the tennis/pickle ball courts to the TDA members. The TDA members will decide on the options of repair in spring.

- Finance Officer Helga Sappington informed the TDA members on new regulations and information on taxation gathered from the Short-Term Rental Workshop in Chapel Hill on 1.8.2020.
- Member Richard Blonshine made a motion to hire a freelance photographer for the purpose of promoting tourism in the Town of Seven Devils on a three-month trial (\$300.00 for up to 5 images. \$ 500.00 for up to 10 images). The images will be used on the Town's Facebook page, website and general advertisement. Member Leigh Sasse seconded the motion. The motion passed unanimously.
- Member Tom Gidley made a motion for a three-month trial on a web-based publication ad through the Mountain Times to promote tourism in the Town of Seven Devils (\$250.00 per month). Member Richard Blonshine seconded the motion. The motion passed unanimously.
- The TDA members agreed to advertise in the Carolina Mountain Living magazine (\$ 580.00).
- The TDA members decided not to advertise on the Avery County Chambers Rack Cards this year.
- The TDA members agreed to advertise in the Lees-McRae College Summer Theatre playbill to promote tourism in the Town of Seven Devils (\$ 210.00).
- Member Leigh Sasse made a motion to fund three summer concerts in Seven Devils to promote tourism in the Town of Seven Devils (up to \$9,000.00 total). Member Tom Gidley seconded the motion. The motion passed unanimously.
- Member Tom Gidley made a motion to support the 2020 Arbor Day Celebration to support tourism in the Town of Seven Devils (up to \$1,500.00). Member Richard Blonshine seconded the motion. The motion passed unanimously.
- Member Richard Blonshine made a motion to purchase the Town's Rack Cards for the upcoming 2020 events to promote tourism in the Town of Seven Devils (\$500.00). Member Leigh Sasse seconded the motion. The motion passed unanimously.

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Email/Invoice Approvals:

- Maps for the Comprehensive Parks and Rec Plan (\$750.00)

Financial Statement

- Member Tom Gidley made a motion to approve the financial statements. Member Richard Blonshine seconded the motion. The motion passed unanimously.

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Board Comments

- February meeting will be cancelled.

Adjourn

At 10.35 am, Member Leigh Sasse made a motion to adjourn. Member Richard Blonshine seconded the motion. The motion passed unanimously.