

**Town of Seven Devils
Tourism Development Authority Meeting
October 22, 2013**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, October 22, 2013 at Town Hall. Members present were Chair Bill Wilkinson, Member Anne Fontaine, Member Tom Gidley, Ed Evans, Town Manager, and Debbie Powers, Finance Officer.

Call to Order

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

Approve Minutes

Anne made a motion to approve the minutes of September 24, 2013. Tom seconded the motion. The motion passed unanimously.

Adopt Agenda

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

Citizen Comments

Brad Lambert was present; he had no comments.

Old Business

- Electronic sign: Has been ordered & shipped – due to arrive late this week. Ed relayed details of installation.
- Otter Falls project: Closing delayed until November 1. Ed gave brief summary of progress.
- Map box ordered & will be installed by new Town Hall bulletin board sign.

New Business

- Fall decorations – Numerous compliments received from residents & visitors regarding the fall displays – thanks to Bill for creating!
- Advertising: Plan to eliminate Mountain Times ads. Continue ads with CML, HC Press. ADS is working on new copy for ads. Hope to create new Town website by spring. Tom to contact Our State magazine for ad options. Committee will look into ads in Charlotte, Raleigh, and Winston-Salem newspapers; also consider VisitNC.com, BooneAreaTravelGuide.com, and US Air magazine. HC365 is \$300/6 months; visitor map ad is \$700. Anne to research Blue Ridge Parkway ad & email committee for approval.
- Tom's position is up for re-appointment; need TDA recommendation for Town Council. Anne made motion to re-appoint Tom; Bill seconded the motion. All approved.

Financial Report

- September 2013 occupancy tax numbers are up from September 2012. Motion to accept financials made by Anne; seconded by Bill; all approved.

General Discussion

- Ed re-elected Chair of NC Ass'n of Resort Towns & Convention Cities, an affiliate of NCLM. Reviewed current and future legislation relating to TDAs.
- Committee discussed relationship with DOT & road clearing during winter months.

Adjourn

At 9:50am, Bill made a motion to adjourn. Anne seconded the motion. The members agreed unanimously.