

**Town of Seven Devils  
Tourism Development Authority Meeting  
August 25, 2015**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, August 25 2015 at Town Hall. Members present were Member Anne Fontaine and Member Tom Gidley and Town Manager Ed Evans. Chair Bill Wilkinson was absent.

**Call to Order**

Member Tom Gidley called the meeting to order at 9:05am.

**Adopt Agenda**

Member Anne Fontaine asked to add "Garden Club" to Old Business, and then made a motion to adopt the amended agenda. Tom seconded the motion. The motion passed unanimously.

**Approve Minutes**

Anne made a motion to approve the minutes of July 28, 2015. Tom seconded the motion. The motion passed unanimously.

**Citizen Comments**

Kay Lambert thanked the TDA for their great work in making the Town beautiful.

**Old Business**

- Our State Advertising: Ed apprised the members of a tentative plan to advertise in "Our State.com" if the members agreed to the plan. Ed explained and then asked Randy Johnson to continue with the discussion he had with "Our State.com." Following the discussion, Tom made a motion to advertise with a sponsored content ad at a cost of \$995 and \$450 for social media advertising. Anne seconded the motion and it was approved unanimously.
- Ed reported that the Otter Falls Trail sign was ready to be picked up and installed. The cost, previously approved at up to \$200 was actually \$105.73. Ed stated he would get our Public Works employees to install the sign.
- Anne discussed the formation of a Garden Club with eager gardeners. The Club would take over beatification of the flowerbed on the hill beside Town Hall and the bed around the electronic sign. Ed told the members he had contacted Ronnie Duckworth and told him of the Garden Club and that they would take over planting in the two areas. Anne then made a motion to fund up to \$500 for the gardening of these two areas. Tom seconded the motion and it was agreed unanimously.

**New Business**

- Randy Johnson gave a progress report to the TDA, telling them he has interviewed Gardner Gidley, worked on a history article for the Town, and updated the Otter Falls Trail map and brochure. He stated he has ideas for our website.

- Ed presented the financial report. Tom made a motion to accept and adopt the report. Anne seconded the motion and it was approved unanimously.
- Anne discussed TRACK and the opportunity to learn more about it for promoting tourism. Randy Johnson stated that he would attend the event on August 27 for the Town.
- Ed asked the TDA if they would be willing to fund the transfer of an old Seven Devils Resort film to electronic media. Ed stated that he thought the film could be transferred for less than \$200. Anne made a motion to fund the transfer up to \$500. Tom seconded the motion and the motion was approved unanimously.

### **Adjourn**

At 10:14am, Tom made a motion to adjourn. Anne seconded the motion and it was agreed upon unanimously.