

**Town of Seven Devils
Tourism Development Authority Meeting
April 25, 2017**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, April 25, 2017 at Town Hall. Chair Anne Fontaine, Member Tom Gidley, Town Manager Debbie Powers and Finance Officer Helga Sappington were present. Member Jack Duncan was present by conference call.

Call to Order

Chair Anne Fontaine called the meeting to order at 9:00 am.

Adopt Agenda

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

Approve Minutes

Anne made a motion to approve the minutes of February 28, 2017. Jack seconded the motion. The motion passed unanimously.

Citizen Comments

Kay Lambert thanked the TDA for the support of the 2017 Safety Fest.

Old Business

- None

New Business

- Melynda Pepple with the Avery County Chamber updated the TDA members with a presentation on advertisement, news and upcoming festivals.
- Anne made a motion to advertise with the Summer, Fall and Winter Times. (\$1595.00 for each issue). Tom seconded the motion and it was agreed upon unanimously.
- The TDA members approved advertising with the High-Country Host-WNC Magazine (\$ 275.00) July/August issue.
- The TDA members approved advertisement with the Appalachian Summer Festival 2017 Playbill (Full Page \$ 1100.00).
- Anne made a motion to advertise with the Blue Ridge Parkway Directory (\$3250.00). Tom seconded the motion and it was agreed upon unanimously.
- The TDA members agreed to purchase a new Webcam for the Town. Debbie Powers will get quotes and ideas on a replacement Webcam.

- The TDA members agreed to purchase Christmas displays for the Town. Debbie Powers will get quotes and ideas on Christmas displays.
- Tom made a motion to advertise with the HighCountryNC.com (\$35.00 monthly). Anne seconded the motion and it was agreed upon unanimously. Debbie will create an article each month to be included on the HighCountryNC.com website and Facebook page.
- The TDA members agreed to sponsor the Arbor Day Celebration on Friday 4.28.2017 (\$ 400.00).
- The TDA members agreed to purchase outdoor furniture for Town Hall (\$3,500.00).
- The TDA members agreed to sponsor the Horn in the West event in exchange for tickets to the show. (\$2,000.00).

Financial Statement

- Anne made a motion to approve the March 2017 financial statements. Tom seconded the motion and it was agreed upon unanimously.

Board Comments

- Debbie Powers updated the TDA members that Otter Fall donations can now be made at Town Hall. Public Works will post that information at the Otter Falls trails.

Adjourn

At 9:50 am, Anne made a motion to adjourn. Tom seconded the motion and it was agreed upon unanimously.