

**Town of Seven Devils
Tourism Development Authority Meeting
July 22, 2014**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, July 22, 2014 at Town Hall. Members present were Chair Bill Wilkinson, Member Tom Gidley, Member Anne Fontaine, Town Manager Ed Evans, and Debbie Powers, Finance Officer.

Call to Order

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

Approve Minutes

Bill made a motion to approve the minutes of June 24, 2014. Anne seconded the motion. The motion passed unanimously.

Adopt Agenda

Bill 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 at this time.

New Business

- Duckworth has been working on Town landscaping – many positive comments from residents and visitors.
- Paving for tennis lot parking & sidewalk scheduled for mid to late August.
- Committee discussed the complaints with the sign - Ed has dimmed the lights and turned off sign from 8pm to 6am each day. Committee wants the sign operational 24/7 as soon as season ends to report road conditions & emergency situations.
- Advertising – committee reviewed ads for US Air, Blue Ridge Parkway, High Country Magazine – voted to advertise in WNC Asheville publication.
- Committee reviewed progress on website design – would like “announcements” on both guest and resident pages. Committee approves of appearance, moving in right direction. Calendars and classified ads were discussed – Anne will look at other Town websites for samples.
- Committee discussed reporting issues with rentals; Ed is re-designing Occupancy Tax reporting forms to include street addresses of rentals.

Financial Report

- Committee reviewed June 2014 financials. Bill made motion to approve; Tom seconded. The motion passed unanimously. Debbie discussed year-end figures - revenues increased, and 2/3 promotional and 1/3 capital percentages are exactly in line; Debbie thanked the committee for their efforts in achieving goals.

Adjourn

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