

**Town of Seven Devils
Tourism Development Authority Meeting
February 25, 2014**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, February 25, 2014 at Town Hall. Members present were Chair Bill Wilkinson, Member Tom Gidley, and Debbie Powers, Finance Officer.

Call to Order

Chair Bill Wilkinson called the meeting to order at 9:00 am.

Approve Minutes

Tom made a motion to approve the minutes of January 28, 2014. Bill seconded the motion. The motion passed unanimously.

Adopt Agenda

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

Citizen Comments

Brad Lambert was present; he commented on the new signage on 105.

New Business

- Banner Inventory needed for next month's meeting. Tom suggested eliminating holiday banners, and purchase strictly seasonal banners. All agreed.
- Advertising: Debbie to complete & submit ad orders for Avery Official Guide and Appalachian Summer Theater playbill.
- Bill noted that Boone Chamber had moved to a new location behind the courthouse, with limited visibility and accessibility.
- Website – action item – need outside vendor to create & maintain our website – sample of creative site is Beech Mountain.
- Otter Falls update: Ed is meeting with State personnel for direction on creating parking & trails. Brad stated that access currently is via old trail or Blair Mountain road & emergency rescue procedures are in place.

Financial Report

- Committee reviewed January financials; Debbie compared last year's numbers vs. current YTD numbers – TDA is slightly up from last year. Bill made motion to approve; Tom seconded. The motion passed unanimously.

General Discussion

- Committee discussed Resort Cams; Ray's Weather sponsorship increases 10%, starting in March 2014.

Adjourn

At 9:20am, Bill made a motion to adjourn. Tom seconded the motion. The members agreed unanimously.