

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

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, March 25, 2014 at Town Hall. Members present were Chair Bill Wilkinson, Member Tom Gidley, Member Anne Fontaine, and Town Manager Ed Evans.

**Call to Order**

Chair Bill Wilkinson called the meeting to order at 9:04 AM.

**Approve Minutes**

Anne made a motion to approve the minutes of February 25, 2014. Tom seconded the motion. The motion passed unanimously.

**Adopt Agenda**

Bill asked to add the topic "Brochures" to the agenda. Tom made a motion to approve the amended agenda. Anne seconded the motion. The motion passed unanimously.

**Citizen Comments**

No citizens were present.

**New Business**

- **Banner Inventory** – Members discussed this agenda item reviewing our current banner inventory and planning for future banner purchases. Members liked the idea of having some special locations near Town Hall to put about four or five Christmas season banners that would only stay up for the Christmas season, and then be replaced by winter season banners that would be used in all other locations in Town. Tom made a motion to purchase sixteen (16) new banners. Anne seconded the motion. The motion passed unanimously. Anne and Debbie are to select the banners to be purchased.
- **Advertising** – Members discussed advertising and the presentation previously given from *Home Magazine*. Bill stated that he had not heard from Anthony Cook and did not know where they stood on the planned advertising. He asked that we have Anthony call him when he is back in Town. Members also reviewed *High Country Visitors Guide* for potential advertising. However, members decided to wait until a later date and reconsider because of the large expense of placing ads in the magazine at present. Anne then discussed the NC State Parks Grandfather Mountain Family Day event that is to take place on August 23, 2014 at the Foscoe-Grandfather Community Center. This is the third annual event. After discussion of the family day event and the very good relationship established between Seven Devils and the NC Parks staff, Anne made a motion to make a donation for the event in the amount of \$500. Bill seconded the motion. Members agreed unanimously.
- **Web site** – Ed reviewed information received from two prospective web designers and members viewed some of the sites they have designed. Ed stated that he was

waiting on information from a third designer. The two web designers whose work was reviewed are Sallie Aceto from **Sallie B. Designs** and Kathy Khalifa from **Sheherezade Designs, Inc.** Sallie gave a quote for the web site redesign with one proof at \$725 and with two proofs at \$925. Kathy estimated the web site redesign at \$1,800 and included one year of maintenance. After reviewing some web sites and further discussion about the third web site designer, the members decided to hire Sallie B. Designs to design the web site unless a comparable quote came from the third vendor. If the third vendor's price is comparable, Ed will get back to the TDA members with specifics and then make a decision between vendors. Anne made a motion to approve up to \$2,000 for the new web design company. Tom seconded the motion. The members agreed unanimously.

- **Brochure** – The members discussed the current brochure and needed or wanted changes. The members decided that they were satisfied with most of the content, but would like to incorporate new photos. Additionally, members want to add some content about Grandfather Mountain State Park, its many trails and biosphere, and its proximity to the Town of Seven Devils. Ed it to try to get new photos from Lenny Cottom and take some photos in Town for possible inclusion in the updated brochure.

### **Financial Report**

Members reviewed the February Financial Report. Bill made a motion to approve; Anne seconded the motion. Members agreed unanimously. Members also discussed the TDA budget for the upcoming fiscal year and decided to make the budget for the upcoming year the same as the present year, which is \$75,000.

### **Adjourn**

Bill made a motion to adjourn at 10:29. Tom seconded the motion and members agreed unanimously.