Town of Seven Devils
Tourism Development Authority Meeting
August 27, 2013

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, August 27, 2013 at Town Hall. Members present were Chair Bill Wilkinson, Member Anne Fontaine, Member Tom Gidley, Town Manager Ed Evans, and Debbie Powers, Finance Officer.

Call to Order
Chair Bill Wilkinson called the meeting to order at 9:00am.
Approve Minutes
Bill made a motion to approve the minutes of July 23, 2013. Tom 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
Larry Fontaine updated the TDA on the Otter Falls project; appraisal came in at $274,000 and acquisition process is going well. He thanked the committee for their consideration.

Old Business
- Picnic Table cover is here, but not installed yet.
- Electronic sign: Table decision until next meeting.
- Otter Falls project: $265,000 purchase price; PARTF grant (50%) is $132,500. Donation check for $10,000. Pledges for $17,000 to date. Conservation Fund is offering loan & matching funds up to $54,000. Chairman Wilkinson complimented Town Manager for finding & pursuing options without Town tax dollars.
- Online ads – use these in spring when Town creates new website; possibly hire designer.

New Business
- Webcam is here – new replacement – waiting on BREMCO for activation
- Advertising Update: Blue Ridge Parkway mag, McDowell News, All About Women potential venues for ads – copies of pricing distributed to members for review & discuss at September's meeting. Dana to re-design ads for refreshed look. Committee reviewed Advertising expenditures for 2012-2013 & increases for 2013-2014. Debbie to construct a spreadsheet for Capital Expenditures for both years.
- TDA to consider funding/donation for Otter Falls project at September meeting.
- Median at Hawkspeak condos – Tom to discuss with Ronnie Duckworth about hardy plantings & mulch.

Financial Report
Audit is in process; July numbers are slightly decreased over last year; August numbers are slightly over last year's.

Adjourn
At 9:55am, Bill made a motion to adjourn. Tom seconded the motion. The members agreed unanimously.