

**Town of Seven Devils
Tourism Development Authority Meeting
January 24, 2012 – 9:00 a.m.**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, January 24, 2012 at the Town Hall. Members present were Chair Bill Wilkinson, Member Tom Gidley, Member Anne Fontaine, Town Manager Ed Evans, and Finance Officer Debbie Powers.

Call to Order:

Chair Wilkinson called the meeting to order at 9:00 a.m.

Adopt Agenda:

Anne made a motion to adopt the January 24, 2012 agenda. Tom seconded the motion. The motion passed unanimously.

Approve Minutes:

Anne made a motion to approve the November 22, 2011 minutes. Tom seconded the motion. The motion passed unanimously.

Citizen Comments:

Mayor Pro Tem Brad Lambert was in attendance; he had no comments.

NEW BUSINESS:

Webcam Update: Ed is to check with Ray's Weather about inclusion of Seven Devils on their website.

Decorations: Public Works to take down Holiday decorations, flags, and wreaths & leave lighted displays until the end of February. Tom to contact Duckworth about spring landscapes.

Advertising: Committee reviewed new & current ads. Anne made motion for new ad to be placed in High Country Visitors Guide – ½ page ad for \$3439. Motion seconded by Tom. All approved. Tom made motion for new ad to be placed in High Country Host's Mountain Vacation Planner – ½ page ad for \$2100; Anne seconded the motion. All approved. Current ads are running in Focus Magazine, High Country Press newspaper and Visitor Guide, Carolina Mountain Life magazine, High Country Magazine, and Main Street marketing map – committee will continue to advertise in these publications. Bill will look into others – Appalachian Voice, Bangle, All About Women for next meeting.

Recommendation Needed: for Town Council for 2012 TDA member appointment for next meeting.

Financial Report: Bill made motion to accept the financial reports; Anne seconded the motion. The motion passed unanimously.

General Discussion: Anne reported from the Recreation Commission re: Saturday, February 11 – Bird Watching Activity; Open house at Avery Chamber on Thursday, January 26; discussed issues with providing WI-FI at Town Hall and surrounding areas.

Adjourn: At 10:00 am, Chair made a motion to adjourn; motion was seconded by Anne; the motion passed unanimously.