

TDA Agenda

January 23, 2024

9:00am - Town Hall

1. Call to Order – Town Manager
2. Roll Call of Members – Town Manager
3. Nominate Chair – Town Manager
4. Nominate Vice Chair - Chair
5. Adopt Agenda - Chair
6. Approve Minutes of Last Meeting on November 28, 2023
7. Old Business
 - Additional Town Webcam
 - PARTF: Grant for The Park at Seven Devils
 - Funding for additional Police Officer support during busy season
 - 2023 Lite the Nite Recap
 - Artist Rendering of Town Hall
 - Parks and Recreation Committee: Seven Devils T-Shirt
8. New Business
 - Review Email Approvals:
 - 1) Blowing Rock Chamber Visitor Map - \$600
 - 2) Avery Chamber Visitor Guide - \$600
 - 3) Blowing Rock Chamber Visitor Guide - \$350
9. Financial Statement – Helga
10. Citizen's Comments
11. Board Comments
12. Adjourn

**Town of Seven Devils
Tourism Development Authority Meeting
November 28, 2023**

The Town of Seven Devils Tourism Development Authority met in regular session on Tuesday, November 28, 2023, at Town Hall. Chair Anne Fontaine, Member Leigh Sasse, Member Alejandra Fernandez and Member Rick Blonshine attended in person. Town Manager Johnathan Harris, Finance Officer Helga Sappington and Parks & Recreation Director Jewel McKinney were present.

Call to Order

Chair Anne Fontaine called the meeting to order at 9:00 am.

Adopt Agenda and Approve Minutes

Member Leigh Sasse made a motion to adopt the agenda; motion was seconded by Member Rick Blonshine; the motion passed.

A motion to approve the minutes from the October 24, 2023, meeting was made by Member Leigh Sasse and seconded by Member Alejandra Fernandez; all approved. The motion passed unanimously.

Old Business

- The TDA members revisited a discussion about an additional Town Webcam to monitor road conditions in higher elevations and to promote tourism in the Town of Seven Devils. Member Leigh Sasse made a motion to approve up to \$5,000.00 to cover the cost for the webcam and the pole to mount the webcam; Member Alejandra Fernandez seconded; all approved. Motion carried.
- Parks & Recreation Director Jewel McKinney revisited the details of the PARTF Grant project for The Park at Seven Devils. Town Manager Johnathan Harris updated the TDA Members of bid requirements for the project. Member Alejandra Fernandez made a motion to approve \$275,000.00 to start the project; Member Rick Blonshine seconded; all approved. Motion carried. The TDA Members will revisit the funding of the project in January 2024.

New Business

- Parks & Recreation Director Jewel McKinney presented a request from the Parks and Recreation Committee about adding a 6th Summer Concert to the 2024 Music on the Lawn concert series to promote tourism in the Town of Seven Devils. Member Rick Blonshine made a motion to approve up to \$25,000.00 for 2024 Music on the Lawn concert series; Member Alejandra Fernandez seconded; all approved. Motion carried.
- There was a discussion about a funding request from the Parks and Recreation Committee for Seven Devils T-Shirts. The T-Shirts would be sold at the Music on the Lawn concerts and other town events to promote tourism in the Town of Seven Devils. The TDA Members will revisit the discussion in January 2024.
- There was a discussion about having an artist do a rendering of Seven Devils Town Hall for prints. Parks & Recreation Director Jewel McKinney will reach out to local artists to get an estimate. The TDA members will revisit the idea in January 2024.
- Member Leigh Sasse made a motion to approve the October 2023 photography invoice (\$ 450.00); motion was seconded by Member Alejandra Fernandez; the motion passed.
- Member Leigh Sasse made a motion to approve advertisement in the 2024 High Country Mountain Vacation Planner (\$ 1640.00 for a ½ page ad); motion was seconded by Member Rich Blonshine; the motion passed.

- Member Leigh Sasse made a motion to approve the Civic Plus yearly invoice for the Website (\$ 5,573.40); motion was seconded by Member Alejandra Fernandez; the motion passed.
- There was a discussion about the need of an additional Police Officer during the winter holiday season. The contracted off-duty police officer would help direct traffic to support tourism safety during peak hours throughout the winter holiday season. Member Rick Blonshine made a motion to approve a rate of \$ 40.00 per hour up to \$ 15,000.00 total to cover the winter holiday season; motion was seconded by Member Alejandra Fernandez; the motion passed.
- Member Alejandra Fernandez made a motion to approve the purchase of a lawn mower for The Park at Seven Devils (\$ 7,361.48) for the beautification of the Park to promote tourism in the Town of Seven Devils; motion was seconded by Member Leigh Sasse; the motion passed.

E-mail Approvals

YMCA of Avery Reindeer Run 5K sponsorship - \$500.00.

Hawk Mountain Garden Center Invoice for fall clean up- \$1,815.00.

Financial Statement

Member Rick Blonshine made a motion to approve the financial statements; Member Alejandra Fernandez seconded; all approved. Motion carried.

Citizen Comments

Larry Fontaine, Bob Bridges, Wayne Bonomo and Hank Williams were present.

There was a discussion about the need for an upgrade for the LED sign at the Community Center. Larry Fontaine addressed the concern of the Planning Board about emergency notifications for residents, renters and tourists.

Larry Fontaine voiced the need for an ongoing effort to encourage people to sign up through the Town Website for notifications to keep people informed.

Hank Williams suggested ideas to improve the Town Website to attract and grow social media traffic.

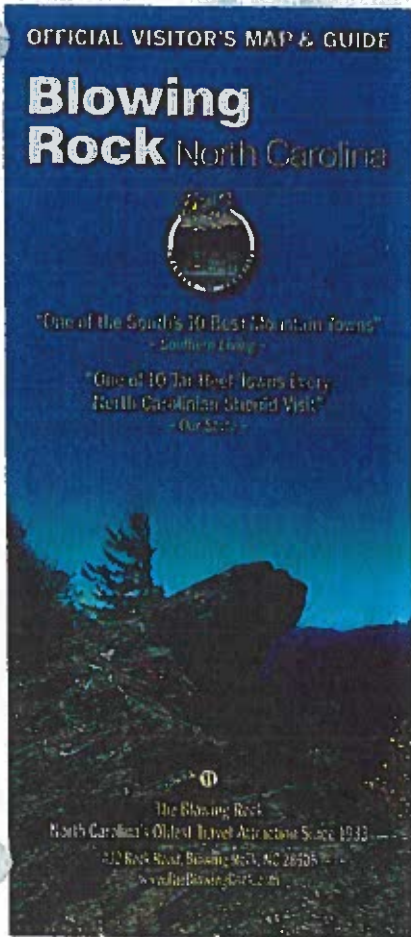
Board Comments

None

Adjourn

At 10:10 am, Member Leigh Sasse made a motion to adjourn; Rich Blonshine seconded; all approved. Motion carried.

Put your business on the map!



The Official 2024-2026 Blowing Rock Map

- Free publication for area visitors
- 20,000 copies distributed
- Published every two years

It's time to publish the Official Blowing Rock Visitor's Map again. The new map will hit the streets on January 30th, 2024. The map features an overview of Blowing Rock, a walking tour guide, a Blue Ridge Parkway area overview, and a LIMITED number of advertisements.

Over 20,000 copies will be given away to our visitors through the Blowing Rock Visitors Center, at our downtown kiosks, to groups requesting information, and through our lodging partners.

If you are a Blowing Rock Chamber of Commerce Member and would like to take advantage of this opportunity, please complete the order form and return to Cathy Barker at the Chamber.



Blowing Rock Chamber of Commerce | 828-295-7851
132 Park Ave | PO Box 406, Blowing Rock, NC 28605

Official Blowing Rock Visitors Map

Size & Pricing

SIZE	WIDTH X HIEGHT	PRICE
1/8 panel	1.687w x 2.03125 h	\$350
1/4 panel	3.5 w x 2.03125 h	\$600
1/2 panel	3.5 w x 4.1875 h	\$1,000
Full panel	3.625 w x 8.625 h	\$1,800

Deadlines

Contract and payment to reserve your space due **December 1, 2023**

Ad artwork due to Cathy@BlowingRock.com by December 20, 2023

Recommended Chamber members to design your ad:

Dana Willett, 828-264-8060, adsgraphics@bellsouth.net

Anjula Caldwell, 805-689-0171, design@anjulacaldwell.com

ADVERTISING CONTRACT

Payment due WITH contract by December 1st.

Business Name TOWN OF SEVEN DEVILS TOA Ad size 1/4

Phone # 828-963-5343 ^{Ext.} 113 Email address parksandrec@sevendevis.nc.gov

Signature Jewel McKinney Date 12/20/23



**ANNOUNCING THE 2024
AVERY COUNTY VISITOR,
RELOCATION, AND
BUSINESS GUIDE!**

DISTRIBUTION:

Professional Rack
Distribution
throughout the High
Country Region

NC, VA & TN
Establishments

Welcome Centers

CONTACT:
AVERY CHAMBER
828-898-5605

**FEATURING INFORMATION
ON LOCAL:**

ATTRACTIONS	BUSINESS SERVICES
MUSEUMS	ACCOMMODATIONS
ACTIVITIES & EVENTS	CAMPGROUNDS
SKIING/WINTER SPORTS	CIVIC ORGANIZATIONS
SHOPPING	MEDICAL SERVICES
DINING	RELOCATION SERVICES
	MAPS



ADVERTISER: TOWN OF SEVEN DEVILS TPA

BILLING ADDRESS: 157 Seven Devils Rd

CITY, STATE, ZIP: Seven Devils, NC 28604

PHONE: 828-963-5343 EMAIL: parksandrec@sevendevilsnc.gov
Ext. 113

AD SIZE: 1/2 USE LAST YEAR'S AD: ☐ CREATE NEW: ☒

AUTHORIZED SIGNATURE: Jewel McKinney

**Deadline to receive ad is December 31, 2023.
Guide Publishes February 2024.**

Please Note: This is a prepay ...due upon receipt. - Robin Morgan, Executive Director

Finished Size: 4"w x 9"h

Ad Sizes & Prices

FULL PAGE \$1,000
3.5"w x 8.375"h

(For FULL PAGE BLEED ad: Design for 4"x9"
TRIM and add .125" to all sides for BLEED.
The LIVE AREA =.25" from TRIM)

1/2 PAGE \$600
3.5"w x 4.1875"h

1/4 page \$400
3.5"w x 2"h

1/8 page \$240
1.75"w x 2"h

If emailing in your ad, please
send a high resolution 300 DPI,
CMYK color PDF. We cannot
accept WORD, Publisher, Excel
or .JPG files. Email to...

The Blowing Rock Chamber of Commerce: 2024 VISITOR INFORMATION GUIDE & DIRECTORY



Advertise your business in the most frequently requested publication the Chamber offers!

The Chamber of Commerce invites our business members to purchase advertising space in the 2024-2025 Blowing Rock Visitor Information Guide & Member Directory. Our directory features a comprehensive list of member hotels, attractions, restaurants, shopping and services, as well as a calendar of events and articles on Blowing Rock history, entertainment, recreation, event information and much more!

Our directory has been the #1 requested free publication the Chamber produces. Over 12,000 of the new guides will be distributed through the Blowing Rock Visitor Center, all N.C. Welcome Centers, to members, Partners, local businesses and available through our lodging partners. They will also be mailed to each person who contacts the Chamber requesting information on Blowing Rock. Take this opportunity to market and promote your business to thousands of potential visitors and customers!

AD SIZES, ARTWORK REQUIREMENTS, & INVESTMENT:

Ad Size	Dimensions	Cost
Full Page	4.75" W x 7.375" H	\$900
Half Horizontal Page	4.75" W x 3.625" H	\$600
Half Vertical Page	2.312" W x 7.375" H	\$600
Quarter Vertical Page	2.312" W x 3.625" H	\$350

ARTWORK SPECIFICATIONS:

File Types:
PDF, JPG, PSD, AI, TIFF, PNG, Indd

File Resolution: 300 dpi

Dimensions must be correct as listed to the left or we can not guarantee ad placement will fill the full size of the ad purchased.

NOW OFFERING DESIGN SERVICES!

Are you interested in purchasing ad space but don't know where to begin in putting one together?
We are now offering design services to help you with this process.

Full Page Ad: \$195 Half Page Ad: \$130 Quarter Page Ad: \$95

(All Prices include initial design and one revision. Additional needs coordinated with designer directly.)

*Contact Anjula Caldwell at design@anjulacaldwell.com or 805-689-0171

••• DEADLINE FOR CONTRACT & ARTWORK DUE JANUARY 9TH, 2024 •••

Directory will be available March 2024!

Invoices will be mailed in February (net 30 of distribution).

If you have any questions, please call the Chamber Office at 828.295.7851

Please send completed contract on the next page to Cathy Barker (cathy@blowingrock.com) to hold your spot, or drop off at the Chamber at 132 Park Avenue or mail to P.O. Box 406, Blowing Rock, NC 28605.

2024 VISITOR INFORMATION
GUIDE & DIRECTORY

ADVERTISING CONTRACT

Please circle your ad selection:

Full Page
\$900½ Page Horizontal
\$600½ Page Vertical
\$600¼ Page Vertical
\$350

Please circle your design selection for Graphic Artist (if applicable):

Full Page Ad:
\$195Half Page Ad:
\$130Quarter Page Ad:
\$95

I understand my account will be billed for the ad selected above when the *Blowing Rock Chamber of Commerce Visitor Information Guide & Member Directory* goes to print in March of 2024. I understand that this invoice is "30 days net." I understand my 2024 dues investment must be paid in full to be an advertiser.

Signature Jamel McKinney Date 12/28/23Business Name TOWN OF SEVEN DEVILS TPAPhone # 828-963-5343 Email address parksandre@sevendevilsnc.gov
Ext. 113Return contract by email to cathy@blowingrock.com ASAP to hold your spot.Please send the contract and the high resolution file (300dpi) for your ad by
January 20th, 2024.

Blowing Rock Chamber of Commerce
828.295.7851 | 132 Park Avenue | P.O. Box 406, Blowing Rock, NC 28605