

**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.