

**MINUTES – SPECIAL MEETING
BOONE TOWN COUNCIL**

A special meeting of the Boone Town Council was called to order at 3:05 p.m., Wednesday, June 11, 2014, in the Council Chambers, 1500 Blowing Rock Road. Mayor Andy Ball presided. Council members present were Mayor Pro-Tem Rennie Brantz, Jennifer Peña, Quint David and Lynne Mason (arrived at 3:10 p.m.). Staff members present were Town Manager Greg Young, Deputy Town Clerk Christine Pope, Finance Director Amy Davis and Cultural Resources Director Pilar Fotta. Town Attorney Sam Furgiuele was also in attendance. Tourism Development Authority members Ben McKethan, Sherri Moretz, Jerry Lamonds, Ann Peecook and Mike Hall were present as well as Executive Director Wright Tilley.

DISCUSSION OF TOURISM-RELATED EXPENDITURES

Tourism Development Authority Executive Director Wright Tilley began the discussion by providing a brief summary of the meetings leading up to this one. He added that the Tourism Development Authority would like to find a way to better facilitate the yearly process of determining tourism-related expenditures in the future to avoid finalizing the list at the last minute. Mr. Tilley also indicated that the board would like to find some long-term, capital project priorities to establish with these funds. He presented Town Council with handouts showing the economic impact of tourism in western North Carolina and specifically Watauga County **(Handouts permanently on file in Town Hall.)**

Following discussion of the purpose of the Tourism Development Authority and the rules regarding use of the occupancy tax, it was the consensus of the Tourism Development Authority and the Boone Town Council that:

- The proposed line item for Tourism Supported Expenditures for FY 2014/15 labeled “Downtown Services” totaling \$102,500 instead be listed as reserve funds toward the Howard Street Project;
- The funds Council intended to allocate in the Town budget for the Howard Street Project reserve for FY 2014/15 instead be used toward the downtown services no longer included on the Tourism Supported Expenditures list;
- Two members of Town Council (those currently serving on the Tourism Development Authority as liaison and the alternate) and two members of the Tourism Development Authority will meet in January 2015 to begin early discussion of next fiscal year’s tourism supported expenditures;
- Town Council will look further into signage in downtown Boone directing visitors to public restrooms and WI-FI service; and,
- The discussion of possibly sharing the cost for a staff member and establishing a downtown visitor center location will be continued next fiscal year.

ADJOURNMENT

Upon a motion by Council Member Brantz, seconded by Council Member Peña, Council moved to adjourn at 4:42 p.m.

VOTE: Aye – All
 Nay – None

Christine Pope, Deputy Town Clerk

Andy Ball, Mayor