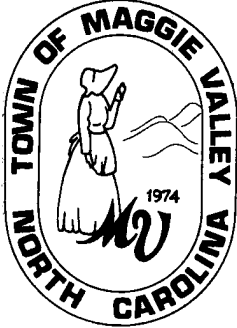


**MAGGIE VALLEY TOURIST DEVELOPMENT AUTHORITY  
SUBCOMMITTEE**



Chairman Roger McElroy, Lydia Freyeisen, Tammy Wight,  
Beth Reece, Tom Knapko

Others Present:       Manager Tim Barth, Finance Director  
Shayne Wheeler, Chamber Director Lynn Collins, HCTDA  
Liaison Marian Hamel and Town Clerk Vickie Best

**MVTDA Workshop  
May 5, 2008  
Monday 9:30 am  
Flossy White Room of Maggie Valley Town Hall**

This is a workshop (no action will be taken) to review applications so that if any questions arise answers may be obtained before the actual meeting to be held at 9:30 a.m. on Monday May 12.

1. Workshop called to order.  
The workshop was called to order at 9:35 a.m.

2. Open discussion/ review of each application  
**Summary Sheet of Requests for 1% TDA Funds (July 1, 2008 - June 30, 2009)**

<u>Promotional or Event Applicant</u>	<u>Tourism-Related</u>	
<u>Amount Requested</u>		
Maggie Valley Moonlight Race \$3,000	Sue Knapko	Promotional
This request will advertise in four running publications.		
UNC-TV Campaign \$3,000	Ghost Town	Promotional
This adds will run from July 28 through October 5, 2008.		
Knoxville Billboards #1 \$3,000	Ghost Town	Promotional
This billboard will be located on I-40 east from July 1 through August 30, 2008.		
Hickory Billboards #2 \$2601.78	Ghost Town	Promotional
This billboard will be displayed from September 1 through October 31, 2008 on I-40 West.		

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Spartanburg Billboard #1	Ghost Town	Promotional
\$2,770.80		

This billboard will be displayed from July 1 though August 30, 2008 on I-26 West.

Knoxville Billboards #2	Ghost Town	Promotional
\$3,000		

This billboard would be displayed from September 1 through October 31, 2008 on I-40 East.

General Brochure	Ghost Town	Promotional
\$3,000		

200,000 brochures would be distributed from July 15, 2008 until December 31, 2008.

Hickory Billboard #1	Ghost Town	Promotional
\$2,601.78		

This would be located on I-40 West and would be on display from July 1 to August 30, 2008

Charlotte Cable Television Campaign	Ghost Town	Promotional
\$3,000		

This ad is supposed to reach 1,000,980 households in three weeks. Ad runs 7/1, 7/14, and 7/28/08.

Atlanta Cable Television Campaign	Ghost Town	Promotional
\$3,000		

This is supposed to reach 776,337 households in three weeks. Ad runs 7/1, 7/14, and 7/28/08.

2009 Trip Planner	Ghost Town	Promotional
\$3,000		

The subcommittee felt this request should be approved. There were 25,000 copies made in 2008. There will be 25,000 copies made for 2009 with eight additional pages (total 48 pages).

Full Throttle Magazine Ad	MV Chamber	Promotional
\$2,025		

Points North Magazine Ad	MV Chamber	Promotional
\$5,985		

Public Relations Plan	MV Chamber	Promotional
\$5,000		

This would be an on-going project that will produce four feature stories about Maggie Valley.

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AAA GO Magazine Ads \$8,000 Will be in the September/October 2008 issue.	MV Chamber	Promotional
Red White & Boom Ads \$2,325	MV Chamber	Promotional
MV Festival Grounds Electricity \$40,000	MV Chamber	Tourism-
Summer Arts & Crafts Show \$2,500	MV Chamber	Prom & Tour.-
Bicentennial Day of Storytelling 1,893.93 This would not put "heads in beds".	Ernestine Upchurch	Promotional
Visitor Center Staff Funding \$13,312 This would allow a person to hired for \$8 per hour for 32 hours per week through June 2009.	MV Chamber	Tourist
Fall Arts and Crafts Show \$3,300	MV Chamber	Prom & Tour-
Smoky Mountain Living Advertising \$5,200 This will be published quarterly.	MV Chamber	Promotional
Our State Magazine and Mountain Co-op \$7,832.50 These are popular magazines.	MV Chamber	Promotional
Full Throttle – Florida Ads \$1,000 This will pay for three ½ page ads that will be published in the Florida edition.	MV Chamber	Promotional

Ms. Carol Burrell, a member of the Chamber, PRFAC member, and the owner of Creekside Lodge stated that she was against TDA funding being spent on Full Throttle ads due to their representation of women and the magazine being borderline soft pornographic.

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Ms. Wight disagreed; one of the leading magazines read by motorcycle enthusiast is Full Throttle. Professionals read this magazine. She has never had any problems with bikers staying at her motel.

The Group Travel Leader Ad	MV Chamber	Promotional
\$3,500		

The add will be in the January and March 2009

Wing World Ads	MV Chamber	Promotional
\$4,305		

The ad would run February, April, and June of 2009.

Carolina Country	MV Chamber	Promotional
\$6,105		

Will also run in the February, April and June 2009 editions.

MV Festival Grounds Lighting & Elec.	MV Chamber	Tourism
\$7,000		

Contract for Marketing	Town	Promotional
\$20,000		

It was brought to the Committee's attention that the billboard that Ghost Town has on I-40 east does not have a phone number, address, or website to find that Ghost Town is in Maggie Valley.

Ghost Town is a private for-profit business.

Ms. Hamel explained that TDA funds events, but not private advertising. "Advertising is part of the cost of doing business."

Ghost Town will need to change the nature of the TV advertisement to include Maggie Valley as a destination.

Director Wheeler felt that it would be advantageous to have the applicant attend the meeting to answer questions.

Ms. Reece will contact Julie at Ghost Town to ask if she could show the committee an example of how the billboards will look. Mr. McElroy was disappointed that special Ghost Town events were not advertised.

The Moon Light Race has been canceled for 2008 due to a lack of sponsorship.

The Civil War reenactment will have local people attending, not visitors that will spend the night.

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\$3000 is the maximum that can be given on any event.

The Maggie Valley Lodging Association suggested advertising in the Carolina Country.

The committee members questioned if the fireworks on the 4<sup>th</sup> of July really need to be advertised. The 4<sup>th</sup> is on a Friday this year, and Maggie Valley is at full capacity during the fireworks show. It was suggested that Red, White, and Boom be advertised in the Blue Ridge Outdoors, Maggie Sez, and create posters to display throughout the area.

The Group Travel Leader Ad is a good place to advertise.

The Our State magazine is a good place to catch the in-state market. Winter sports in Maggie Valley will be the focus for this issue.

The AAA Go Magazine will be an excellent place to advertise because they are doing a feature on Haywood County and the magazine has a good shelf life.

The Chamber arts and crafts festivals have been going on for 20-plus years. People plan their vacations around the shows.

Smokey Mountain Living covers the seven western counties. It was suggested that the arts and crafts festivals be advertised in the Take 5 portion of the Asheville paper, Fun Things to Do in the Mountains, and Maggie Sez.

The Visitors Center is opening a satellite area at Ghost Town. The Heritage Trout program starts July 1<sup>st</sup>. An additional person is needed to help cover these additional duties.

The Bicentennial Day of Storytelling will not bring overnight visitors. They should advertise locally.

Concerning festival grounds electric, the lower half of the field needs electric access. During the BBQ Festival, the chamber paid \$8,000 for generators for the people to cook. The electric is needed more than additional lighting. This would also make the festival grounds more enticing to promoters.

Mr. McElroy stated that if the project were done in phases, the cost would increase. It would be better to borrow the money and complete the project or save the funding to complete the lighting and electrical project. The Town could seek grant funding.

Chairman McElroy directed Manager Barth and Director Wheeler to find out how much the payment would be to finance the project for five-years.

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Mr. Knapko stated that he sits on the Haywood County Ag Center Board. They received grant funding from the Golden Leaf Organization. Mr. Sam Smith writes the grants for the Ag Center.

Mr. McElroy felt the request for \$20,000 to contract a marketing person is needed. New events need to be brought to Maggie Valley. The Town has lost the Moon Light Race and Wadestock for 2008.

Mr. Knapko suggested looking at a promoter that brings events to larger areas. There could be some type of tie-in so that the same person could market both areas. There must be other areas trying to get more of the tourist dollar.

Chairman McElroy felt the town was in need of winter events. It is the goal that Maggie Valley becomes a year-round destination.

Approximately \$27,777.57 will remain out of the projected \$121,115 occupancy tax dollars if request are approved as discussed.

There being no further business, the meeting adjourned at 11:30 a.m.

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Chairman Roger McElroy

SEAL

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Vickie Best, CMC, Town Clerk

### 3. Other Business

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4. Workshop Adjourn