

Town of Blowing Rock

Tourism Development Authority

Minutes – October 29, 2004

The Town of Blowing Rock Tourism Development Authority met on Friday, October 29, 2004 at 9:00 a.m. in a special meeting. Present were Chairperson Bernard Keele, Vice-Chair Kent Tarbutton, Authority members Keith Tester, Lynn Drury and Phil Pickett, and Ex-officio members Scott Hildebran and Margaret Pierce.

Call to Order

Chairperson Keele called the meeting to order and welcomed the members. The purpose of the meeting was to discuss personnel and property acquisition for a visitors center. At the conclusion of discussion on these issues, the TDA will then meet with Crown Communication (Kathryn Blanchard and Tim Minor) to continue review of branding/marketing/web site design concepts.

Upon motion of Member Pickett and second by Vice-Chair Tarbutton, the Authority convened at 9:01 a.m. in closed session pursuant to - N.C.G.S. 143.318.11 (a)(6) for discussion of qualifications/conditions for employment and N.C.G.S. 143.318.11 (a)(5) for discussion of a negotiating position on price and other material terms of real property acquisition.

At the conclusion of the discussions, the closed session was adjourned at 9:59 a.m.

Branding Discussions

Chairperson Keele then welcomed Crown Communications (Kathryn Blanchard and Tim Minor) for additional discussion of branding/marketing/web site design concepts.

Mr. Minor distributed an agenda of the topics to be covered during the meeting (Attachment #1) – Update on Grant Proposal, brand development logos and taglines, and preparation for the public meeting.

Grant

Mr. Minor informed the Authority that the Town was awarded a \$3000 tourism web site Development Grant from the State Office of Tourism.

Brand

Mr. Minor again reminded the Authority that in branding campaigns you must be authentic. He further stated that the brand concepts were developed based on the review of Town Center minutes, the TDA Strategic Plan, the branding vision statement and on the premise that "you deliver what you promise".

Mr. Minor than reviewed the revised branding concepts developed by Crown Communications (Attachment #2 - A through C) --

A – Seal Modification (Town Seal)

Crown of the Blue Ridge

B – Conservative Contemporary (Food, Shopping/Art, Outdoor)

Classy

C – Word Mark (Blowing Rock)

Clean and simple, invites exploration

Mr. Minor then asked for TDA member reactions and comments.

After a discussion of each concept, the TDA consensus was to continue to explore: Option A (Seal Modification) – with the sunset, sunrise and crown variations; Option B (Conservative Contemporary) – with clarification of the plate/fork/knife with the Fall leaf; and Option C (Word Mark - Blowing Rock) – with the historic font and a variation with a new font and a revised mountain background.

Crown Communications will pursue the revisions. The modifications will include more vibrant colors, additional photo components and examples with variations of size.

Ms. Blanchard reminded the Authority that Crown Communications would use a focus group from the Charlotte area once a consensus is reached on a concept to gain feedback from potential visitors.

Mr. Minor distributed a list of potential tag lines for a media campaign for the Authority to discuss at a future meeting (Attachment #3).

Chairperson Keele thanked Crown Communications for their efforts. Mr. Minor and Ms. Blanchard advised that they would make the modifications requested and would be ready for further discussion at the public session next week.

Upcoming Meeting

Chairperson Keele reminded the Authority that due to November 2nd being an Election Day, the November 2, 2004 regular meeting date will be instead held on Monday, November 1, 2004 at 4:00 p.m.

Crown Communications will present their initial branding concepts to the public for feedback during a public session to be held at Monday, November 1, 2004 at 5:00 p.m.

Adjournment

With no further business, motion by Vice-Chair Tarbutton and second by Member Pickett to adjourn the meeting. Chairperson Keele adjourned the meeting at 11:30 a.m.

Bernard Keele, Chairperson

Scott E. Hildebran, Secretary

Attachments

#1 – Meeting Agenda

#2 – Branding Concepts

A – Seal Modification (Town Seal)

B – Conservative Contemporary (Food, Shopping/Art, Outdoor)

C – Word Mark (Blowing Rock)

#3 – Tag Lines