

Town of Blowing Rock

Tourism Development Authority

Minutes – December 14, 2004

The Town of Blowing Rock Tourism Development Authority met on Tuesday, December 14, 2004 at 8:00 a.m. in a special meeting. Present were Chairperson Bernard Keele, Vice-Chair Kent Tarbutton, Authority members Keith Tester and Lynn Drury, and Ex-officio members Scott Hildebran and Margaret Pierce. Member Phil Pickett was out of town.

Call to Order

Chairperson Keele called the meeting to order and welcomed the members. He advised the Authority that Crown Communication had contacted Member Drury regarding a request by a third party for marketing services. Crown Communications has requested that the TDA take a formal position on whether Crown Communications should accept third party marketing clients within Blowing Rock.

Members discussed that the TDA approved Crown Communications assisting local businesses with their web site development.

After a brief discussion, it was the consensus of the Authority that Crown Communications could accept third party clients within Blowing Rock if they so desire. The decision was based on the potential increased exposure and marketing of Blowing Rock as a destination to tourists.

Other

Vice-Chair Tarbutton requested that the Town investigate placing signage on US 321 recognizing the location of the New River and improved signage on Glen Burney Trail. Member Drury also suggested contacting the U.S. Park Service about placing a sign on US 421 at the Blue Ridge Parkway informing motorists that the route leads to Blowing Rock

Adjournment

With no further business, Chairperson Keele adjourned the meeting at 8:20 a.m.

Bernard Keele, Chairperson

Scott E. Hildebran, Secretary