

# **Town of Blowing Rock**

## **Tourism Development Authority**

### **Minutes – May 4, 2005 (Recessed from May 3, 2005)**

The Town of Blowing Rock Tourism Development Authority met on Wednesday, May 4, 2005 at 2:00 p.m. in a continuation of a recessed meeting from May 3, 2005. Present were Chairperson Bernard Keele, Vice-Chair Kent Tarbutton, Authority members Lynn Drury, Phil Pickett and Keith Tester, and Ex-officio members Scott Hildebran and Margaret Pierce. TDA Executive Director Susan Freshcorn was also present.

#### **Call to Order**

Chairperson Keele called the meeting to order and welcomed the Authority members. He stated the purpose of the meeting was to discuss a TDA marketing plan.

#### **Marketing Plan**

Executive Director Freshcorn distributed a Tourism Marketing Plan used in Highlands, NC for Board review (**Attachment #1**). She advised that Highlands focused their marketing efforts on seniors, the shoulder season, key southeastern media, travel writers and targeted groups.

The Authority discussed the Highlands marketing plan, especially the focusing on areas of mid-week, shoulder seasons, and target markets.

Ms. Freshcorn stated that during a recent local lodging meeting, the hotels suggested marketing efforts focused on seniors, small groups, recreation and adult females.

It was the consensus of the Authority to target marketing on the shoulder season and mid-week. The TDA recommended that they should explore packaging and educational programs and make them a priority.

Vice-Chair Tarbutton urged the TDA to utilize measurable marketing, and especially to measure ad responses.

The Authority discussed working with retail merchants on mid-week discounts and packages. The Authority also discussed exploring a Wine Festival event and an Auction event.

Vice-Chair Tarbutton requested that Executive Director Freshcorn include Smith Travel Research & Reporting in her proposed TDA budget. He advised that the information was very valuable aid in the analysis of occupancy data.

Ms. Freshcorn stated she would provide a proposed marketing plan based on the Highlands model at the budget meeting to be held on May 9, 2005.

#### **Reception**

The Authority scheduled a private Civic leader breakfast reception for Wednesday, May 25, 2005 from 8:00 a.m. to 10:00 a.m. and public reception for Wednesday, May 25, 2005 from 5:00 p.m. to 7:00 p.m.

## **Adjournment**

With no further business, motion by Member Tester and seconded by Member Pickett to adjourn the meeting. Motion unanimously approved. Chairperson Keele adjourned the meeting at 3:30 p.m.

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Bernard Keele, Chairperson

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Scott E. Hildebran, Secretary

## **Attachment**

**#1 – Highlands Marketing Plan**