

**MINUTES - SPECIAL MEETING
BOONE TOWN COUNCIL
MARCH 28, 2011**

A special meeting of the Boone Town Council was called to order at 5:05 p.m., Monday, March 28, 2010, in the Broyhill Room, Broyhill Inn & Conference Center, ASU. Mayor Loretta Clawson presided. Council Members present were Mayor Pro-Tem Lynne Mason, Andy Ball, Rennie Brantz, and Stephen Phillips. Staff members present were Greg Young-Town Manager and Kimberly Brown-Deputy Town Clerk. Elected officials and staff from the following entities were also present: Appalachian State University, Watauga County, Town of Blowing Rock, Town of Seven Devils, Town of Beech Mountain, Town of Banner Elk, members of area Tourism Development Association Boards, and members of various media outlets of the area.

The purpose of the meeting was to hold an intergovernmental retreat to discuss the impact of tourism on the high country and other tourism-related topics.

TOURISM IN NC - PRESENTED BY LYNN MINGES, ASSISTANT SECRETARY FOR TOURISM, MARKETING AND GLOBAL BRANDING, NC DEPARTMENT OF COMMERCE

Ms. Lynn Minges of the NC Department of Commerce presented a power-point entitled "Tourism in NC." (A copy of the power-point presentation is permanently on file in the Clerk's office.)

LOCAL OCCUPANCY TAX - PRESENTED BY PAUL STONE, PRESIDENT AND CEO, NC RESTAURANT AND LODGING ASSOCIATION

Mr. Paul Stone of the NC Restaurant and Lodging Association presented a power-point entitled "Occupancy Tax: Lodging Industry Perspective." (A copy of the power-point presentation is permanently on file in the Clerk's office.)

ECONOMIC IMPACT OF TOURISM IN THE HIGH COUNTRY - DR. MELISSA WEDDELL, ASU DEPARTMENT OF HEALTH, LEISURE, AND EXERCISE SCIENCE

Dr. Melissa Weddell of the NC Department of Health, Leisure, and Exercise Science presented a power-point entitled "Economic Impacts of Tourism in the High Country." (A copy of the power-point presentation is permanently on file in the Clerk's office.)

ADJOURNMENT

With no further discussion, the meeting was adjourned at 7:00 p.m.

Deputy Town Clerk

Mayor