

**MINUTES**  
**BREVARD ABC BOARD**  
**March 23, 2016**

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**Approved**

Dinkins: \_\_\_\_\_

Philips: \_\_\_\_\_

Riecke: \_\_\_\_\_

Robinson: \_\_\_\_\_

The Brevard ABC Board met in regular session on Wednesday, March 23, 2016 at 8:30 a.m. in the City Hall Administrative Conference Room.

Members Present:           Cameron Austin, Chair  
                                  Geraldine Dinkins  
                                  Brian Philips  
                                  Dr. William Riecke  
                                  Tim Robinson

Members Absent:           None

Staff Present:              Mark Balding – ABC General Manager  
                                  LeAnn McCraw – Acting Secretary

Visitors:                   None

**Welcome & Introduction**

At 8:35 a.m., Mr. Austin called the meeting to order.

**Approval of Minutes**

Motion was made by Mr. Riecke to approve minutes from February 24<sup>th</sup>, 2016, seconded by Mr. Phillips. Motion carried.

**Unfinished Business**

Law Enforcement Report for the month of February was reviewed with nothing reported for the Brevard or Pisgah Forest Store. For the month of February a total of 5 hours work was performed by ALE. Mr. Riecke asked how many hours are standard for an area of our size. Mr. Balding responded that it is dependent upon the resources available and workload of ALE office. It may be important to discuss expectations from the contract with ALE

## New Business

The March Manager's report included February sales up 4.51% verses last February and percent for the month actually down from last year. See attached "manager's report" and "February expenses analysis" for detailed overview of expenses.

Mr. Balding shared update on the upcoming educational events scheduled for April 13<sup>th</sup> & 14<sup>th</sup> (locations/times provided in agenda). Board members expressed interest in attending one of the upcoming events. Mr. Balding expressed interest and intent to invite Mayor Jimmy Harris to be at the upcoming presentation at Schenck Job Corp. This event is open to the public. The Director of Program Development and Strategic Partnerships for the ABC Commission, Hope Walker, has been in contact with Mr. Balding regarding the upcoming "Enduring Regret" presentation and has agreed to make contact with local media outlets and request media coverage.

The Board heard an update on the bill board project and expenses for education to date. Locations presented by vendor were discussed along with the request to identify other high-traffic areas that provides 24 hour visibility. The Board discussed the Pisgah Forest (former Love's Jewelry sign) as one of the top potential sites.

Ms. Dinkins expressed great importance on the bill board message should be clear and direct the reader to the website. It was discussed this is a public service announcement not an advertisement for store sales.

Ms. Dinkins requested that the ABC truck be parked in front of the building when possible to assist with advertisement. The truck parked within a close proximity to the store helps advertise to tourists visiting Brevard.

## Adjourn

There being no further business, the Board voted unanimously to adjourn at 10:00 a.m.

***Next regular meeting: April 25, 2016 @ 8:30 a.m.***

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Mark Balding, General Manager

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Cameron Austin, Chair

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LeAnn McCraw  
Acting Secretary

Minutes Approved: