

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

MARCH 11, 2024

Present: Chair Connie Grubermann, Members Hannah Edwards, Guy Gooder, Rob Reale, Amie Owens, Tim Crabtree (arrived at 5:34), and Angela Martin (arrived at 5:34).

Absent: Kevin Covell, Josh Drake and Matt Holland.

Others present: Nicole Bradley, HR Director/Town Clerk
Robbie Tompa, Town Council Member
Mia Overton, The Franklin Press
Tracy Griffith, Board President 80's Flashback Weekend
George Young, Board Treasurer 80's Flashback Weekend

1. Call to Order- Chair Connie Grubermann

The meeting was called to order at 5:30 p.m.

2. Approval of the February 12, 2024 Meeting Minutes

Member Guy Gooder made a motion, seconded by Member Hannah Edwards to approve the minutes of the February 12, 2024 meeting as presented. Motion carried unanimously by a vote of 5-0.

3. Financial Reports- ending January 31, 2024

Town Manager Amie Owens presented the Financial Report through the end of January 2024. She noted that a \$39.57 payment from November was collected in January. The total collected in January was down from the amount collected last January.

Total expenses thus far \$153,370.07 leaving the balance of negative \$48,851.72 and \$164,280.66 remains in TDA Fund Balance. The reports are incorporated into these minutes as Exhibit A.

Member Hannah Edwards made a motion, seconded by Member Guy Gooder to approve the financial report ending January 2024. Motion carried unanimously by a vote of 5-0.

4. New Business

A.) Applications for Funding

- 1.) Request for TDA support from 80's Flashback Weekend for funding for various events. The requested amount is \$5,000.

Tracy Griffith and George Young 80's Flashback Weekend Board Members presented this item. 80's Flashback weekend will take place August 2-4, 2024 in Downtown Franklin. This is the 10th year for this event and the proceeds will benefit the Shriner's Hospital in Greenville. The events consist of pageant contest, concerts and a parade. This year they will expand the infrastructure for the events in hopes of

bringing more people to Franklin who will spend money in stores and restaurants during their visit. They also plan to work with local businesses on their business promotions.

Several members from the Shriner's Club were also present and spoke on behalf of the event. This request will be voted on at the April meeting.

- 2.) Request for TDA support from Macon County Farmers Market Inc. The requested amount is \$2,970.

This is a new event that will launch May 2024 and will operate weekly on Saturdays, May – November on lotla Street. This request will be voted on at the April meeting.

B.) Bylaws- vote on adoption

Members Hannah Edwards, Rob Reale, Kevin Covell, Town Manager Amie Owens and Chair Connie Grubermann met on Tuesday, January 23. They discussed and made revisions to the TDA bylaws. The draft of the revised bylaws was reviewed by TDA Members at the February meeting.

Member Hannah Edwards made a motion, seconded by Member Angela Martin to approve the revision of the TDA bylaws as presented. Motion carried unanimously by a vote of 7-0.

Member Angela Martin inquired about proxy voting. Town Manager Owens said proxy voting is not allowed per section 5.7.

C.) Preliminary Budget Discussion

Town Manager Owens presented a listing of budget considerations and projections for the 2024/2025 fiscal year. Discussion was held on the current fiscal year budget verses next year's fiscal year budget. North Carolina Statue dictates allocation of two-thirds of the budget for advertising and one-third for tourism related funding.

Chair Connie Grubermann proposed a \$180,000 budget. She said she would like to have enough funds in the fund balance for operation if no occupancy tax is collected for a year.

Member Tim Crabtree noted there was a need to ramp up the marketing efforts the last two years, but that the intention was to bring the budget back down.

Member Hannah Edwards made a motion, seconded by Member Angela Martin to approve the proposed TDA budget of \$180,000 budget. Motion carried unanimously by a vote of 7-0.

Town Manager Owens was directed by the TDA members to prepare an RFP bid package for marketing services.

5. **Items from the Board**

There were no additional items for discussion.

6. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, April 8, 2024 at 5:30 p.m. in the Town Hall Board Room.

7. **Adjourn**

Member Guy Gooder made a motion, seconded by Member Angela Martin to adjourn the meeting at 6:19 p.m. The motion carried unanimously by a vote of 7-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk