

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

March 13, 2023

Present: Chair Connie Grubermann, Members Donnie Bishop, Amie Owens, Tim Crabtree, and Josh Drake.

Others present: Nicole Bradley, HR Director/Town Clerk
Mia Overton, The Franklin Press
Dan Finnerty, Macon County News
Bath Payseur, Drake Software
Carly Moser, Drake Enterprises
Jim Gordon, Taste of Scotland Society
Mary Guercio, TribalVibe Promotions

1. **Call to Order- Chair Connie Grubermann**

The meeting was called to order at 5:31 p.m.

2. **Approval of the February 13, 2023 Meeting Minutes**

Member Tim Crabtree made a motion, seconded by Member Donnie Bishop to approve the minutes of the February 13, 2023 meeting as presented. Motion carried unanimously by a vote of 5-0.

3. **Financial Reports- ending January 2023**

Town Manger Amie Owens presented the Financial Report for thru end of January 2023. She noted that January 2023 highest January on record, (\$10,562.53).

Total expenses thus far \$102,692.70 leaving the balance of \$141,612.35 and \$155,596.12 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Josh Drake made a motion, seconded by Member Donnie Bishop to approve the financial report ending January 2023. Motion carried unanimously by a vote of 5-0.

4. **New Business**

A. **Approval of audit contract for FY 2023/2024:**

Town Manager, Amie Owens presented audit contract from Martin Starnes & Associates, CPAs, P.A. The contract was approved by Town Council at their March 6, 2023 meeting, however the TDA must also vote to approve the contract. The cost for the TDA portion of the annual audit increased by \$200.00 for the upcoming fiscal year from \$3,000 to \$3,200.

Member Tim Crabtree made a motion, seconded by Member Josh Drake to approve the audit contract for FY 2023/2024 as presented. Motion carried unanimously by a vote of 5-0.

B. **New Applications for consideration for TDA Support:**

1. Request from Taste of Scotland Society- Taste of Scotland Festival- June 17, 2023- requested amount \$3,000

Jim Gordon, Taste of Scotland Society, presented an application for funding consideration. The Taste of Scotland Society requested \$3,000 for the Taste of Scotland Festival to be held June 17, 2023 at the Macon County Fairgrounds. This is a \$1,000 increase in last year's request. Mr. Gordon stated they are looking to increase the number of pipe bands, add a fiddling contest, and increase advertisement. This item will be voted on at the April 2023 meeting.

2. Request from TribalVibe Promotions & Altered Frequencies Springtopia- Feed the Future- April 22, 2023- requested amount \$1,000.

Mary Guercio, TribalVibe Promotions, presented an application for funding consideration. This request is for \$1,000 for the Springtopia- Feed the Future event to be held on April, 22, 2023 at Altered Frequencies. This is a new event proposal. The requested funds will cover the venue cost and bounce house rental. This item will be voted on at the April 2023 meeting.

5. **Items from the Board**

A.) **Marketing Report- Carly Moser, Drake Enterprises**

Carly Moser presented a year in review of marketing with Local IQ. Mrs. Moser highlighted the analytics & insights on Local IQs advertising efforts. The search and social media ads Click Through Rates (CTR) are up. The Discover Franklin website is getting a lot of exposure from TikTok and YouTube ads. Mrs. Moser added they are looking to do a Spring Creative Refresh of the Discover Franklin website.

Mrs. Moser will work with Erin Miller, Local IQ Sales Executive, to come up with a 2023/2024 Media budget to present at the April 2023 meeting.

B.) **Initial Budget Discussion- TDA Board**

Town Manager, Amie Owens led the discussion on formulating the upcoming budget. The estimated projections for FY 2023/2024 revenues are \$180,000 with approximately \$155,000 in TDA fund balance. Discussion was had on budget and on amount of funds to keep in reserve.

6. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, April 10, 2023 at 5:30 p.m. in the Town Hall Board Room.

7. **Adjourn**

Member Josh Drake made a motion to adjourn the meeting at 6:35 p.m. The motion carried unanimously by a vote of 5-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk