

Town of Franklin Tourism Development Authority Meeting

April 11, 2016

Present: Chairperson Candy Presley, members Donnie Bishop, Josh Drake, Connie Grubermann, Vickie Springer and Town Manager Summer Woodard.

Board members absent were Tim Crabtree and Cheryl Pullium.

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

Approval of March 14, 2016 Board minutes

Motion was made by Grubermann, seconded by Bishop to approve the March 14, 2016 meeting minutes as presented. Motion carried. Vote: 6 to 0.

Approval of Financial Report

Summer Woodard reviewed the Financial Report.

Motion was made by Grubermann, seconded by Drake to accept the financial report. Motion carried. Vote: 6 to 0. A copy of the report is attached.

Sub-Committee Reports

Finance/budget chair – none

Policy and Procedures – none

Application Review chair – Attached.

Old Business: Funding request for Books Unlimited/Airing of the Quilts for \$1,000

Donnie Bishop – It's hard for me to see the difference between promoting Books Unlimited and promoting Franklin.

Josh Drake – You got a half page ad for \$1,000?

Suzanne Harouff – Yes. That's what I'm asking for. The total will actually be \$1,300 and I have Taste of Scotland on there as well.

Connie Grubermann – It's difficult because we are promoting the business. If we do this we won't be able to keep other businesses from doing the same.

Motion was made by Grubermann, seconded by Bishop to decline \$1,000 to Books Unlimited. Motion carried. Vote: 6 to 0.

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Old Business: Funding Request for ATC Celebration for \$1,100

Bill Van Horn – ATC – The original request was for \$1,100. The \$300 was supposed to come from a grant program. Since I submitted the original request the liability insurance has been covered by the Appalachian Trail Conservancy. The installation of the banner now involves a sales tax because of new state laws. We are now requesting \$620.60 vs. \$1,100.

Chair Candy Presley – So this will be used for the production of the banner?

Bill Van Horn – Yes. The Nantahala Hiking Club funded the money with the hopes of getting reimbursed.

Motion was made by Bishop, seconded by Grubermann to grant request to reimburse \$620.60 to the Nantahala Hiking Club for the ATC Banner. Motion carried. Vote: 5 to 1. Voting No: Josh Drake.

Josh Drake – No offense. I just don't think we should advertise Franklin in Franklin.

New Business: Board approval of E-blast information and artwork

Lisa Brooks – Premier Marketing – This is the eblast that we are submitting next month. Some of the pictures and text have changed, as you can see.

Motion was made by Bishop, seconded by Grubermann to approve the E-blast information and artwork. Motion carried. Vote: 6 to 0.

New Business: Funding request for Smoky Mountain Pregnancy Care Center for \$3,500

Jenny Golding – President of Smoky Mountain Pregnancy Center – We are going to try to fund a concert at the Bloesma Barn. So we have clientele. But this will be beyond what we can handle as staff. The manager of the band said to expect about 2,000 people. Funds from the grant will pay for generator, tent, EMS personnel and the band fee. We are active in seeking donations, but we are hoping that the TDA will support this.

Connie Grubermann – Is this the first time Mountain Faith has been here?

Jenny Golding – No. They were here last November. The barn is on Patton Road.

Donnie Bishop – So you're doing this outside the Barn?

Jenny Golding – Yes we are. It will be advertised as an amphitheater.

Josh Drake – I love what you guys do, so I hate to do this. Typically we don't sponsor events that are making money already. It looks like you are slated to make \$2,000 off of this.

Jenny Golding – Last year we made about \$7,000.

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Josh Drake – We usually just help with advertising. So there is a couple of different things hindering our sponsorship. On a side note I will personally sponsor it.

Jenny Golding – Is that the Board policy?

Josh Drake – It's our stance that we have taken the last three to four years. And it could be a great event. But when you're making money already, we have to conserve those funds.

Chair Candy Presley – We will look at this again next month for a vote.

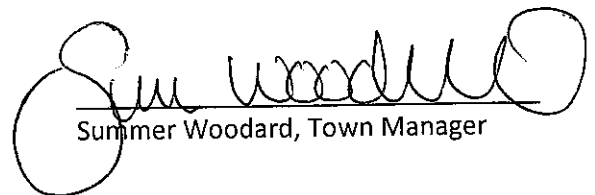
Update from Premiere Marketing

Summer Woodard – Town Manager – Will it be okay if Premiere comes next month to discuss next year's budget?

Donnie Bishop – I think that would be great.

**Motion was made by Drake, seconded by Bishop to adjourn the meeting at 6:15 p.m. Motion carried.
Vote: 6 to 0.**


Candy Presley, Chairperson


Summer Woodard, Town Manager