

Town of Franklin Tourism Development Authority Meeting

March 14, 2016

Present: Members Donnie Bishop, Tim Crabtree, Josh Drake, Connie Grubermann, and Town Manager Summer Woodard.

Board members absent were Chairperson Candy Presley, Cheryl Pullium and Vickie Springer.

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

Approval of February 8, 2016 meeting minutes

Motion was made by Grubermann, seconded by Crabtree to approve the February 8, 2016 meeting minutes as presented. Motion carried. Vote: 5 to 0.

Approval of Financial Report

Summer Woodard reviewed the Financial Report.

Motion was made by Drake, seconded by Grubermann to accept the financial report. Motion carried. Vote: 5 to 0. A copy of the report is attached.

Donnie Bishop – Can we include monthly expenditures going forward?

Summer Woodard – Town Manager – Not a problem. We can do that easily.

Sub-Committee Reports

Finance/budget chair – none

Policy and Procedures – none

Application Review chair – Attached.

Old Business: Funding Request for Tour Macon County and Franklin for \$700.00

Donnie Bishop- The Kiosk is just at the airport, right?

Dale McGiboney – Yes. But there will also be a website as well.

Josh Drake – I think this is great. I just don't think we should advertise ourselves on the website.

Dale McGiboney – And don't forget social media, and that allows it to spread further than the airport.

Josh Drake – I think it's great. I don't think we should purchase a spot here. They are already looking at what to do here on the website.

March 14, 2016 meeting continued,

Dale McGiboney – It's more about sharing what we do here, and the Town needs a voice in my opinion. That's what it is meant to do, to provide personality.

Connie Grubermann – But it is promoting the Town, and not the TDA.

Josh Drake – But it's a website all about Franklin. I think we should spend elsewhere.

Summer Woodard – The Tourism Development Committee ended up funding this.

Connie Grubermann – They did. The county wanted a voice.

Donnie Bishop – Is there an annual fee?

Dale McGiboney – Yes. It's \$150.00 a year.

Motion was made by Grubermann, seconded by Bishop to approve the \$700.00 funding request. Motion carried. Vote: 4 to 1. Voting No: Josh Drake.

Old Business: Funding Request for Franklin in Bloom Festival for \$3,500

Josh Drake – Can we get a review of last month's meeting?

Mary Ellen Tully previewed last month's proposal.

Donnie Bishop – So the baskets will be in downtown?

Mary Ellen Tully – No. There is an issue with watering, but we are going to work that out.

Donnie Bishop – So you want 100 percent of funding?

Josh Drake – Typically we only cover ad expenses, which would be \$1,650.

Mary Ellen Tully – We do need help with the baskets, and we need to invest in water pellets. Our club will be the umbrella, and other clubs will participate each Saturday.

Josh Drake – I think it's a great idea. Typically we only fund advertising.

Donnie Bishop – Do you have other options if we don't fund 100 percent?

Mary Ellen Tully – We are working on that, with the merchants and Tourism Development Commission.

Motion was made by Grubermann to approve \$3,500 to Franklin Garden Club "Franklin in Bloom" festival. Motion failed due to lack of a second.

Motion was made by Drake, seconded by Bishop to approve the \$1,650 for advertising for the Franklin Garden Club. Motion carried. Vote: 5 to 0.

March 14, 2016 meeting continued,

New Business: Ratification of email vote regarding TDA website link

Summer Woodard – Town Manager – Let’s skip ahead real quick at ratifying the email vote. This is the email discussion to add the top town banner to the discover website link. I received email approvals from everyone. Can we get a vote to ratify that, please?

Motion was made by Crabtree, seconded by Bishop to ratify the email vote regarding top town banner to TDA website link. Motion carried. Vote: 5 to 0.

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

Summer Woodard – Town Manager – Premiere Marketing added a section regarding hiking for this month. We just need a motion for approval.

Motion was made by Grubermann, seconded by Bishop to approve the E-blast information and artwork. Motion carried. Vote: 5 to 0.

New Business: Funding Request for Airing of the Quilts for \$1,000.00

Suzanne Harouff – Good evening. I have created a newsletter for you that I’m handing out. It’s scheduled for May 7, 2016. I’ve placed a ½ page color to matchbook marketing to be placed in the newsletter they are printing for Books Unlimited. There will be \$1,500 papers and I will receive them at the end of March. This should bring additional awareness to the public about the festivities for that day. This newsletter is something that I’m trying for the first time. I will use it to promote Books Unlimited, but also Franklin events.

Donnie Bishop – Are you collecting money for the Airing of the Quilts or for the Taste of Scotland for this?

Suzanne Harouff – No. This is all from me. I haven’t tried that.

Summer Woodard- Town Manager- Thank you. The board will vote on this request at the April 11, 2016 board meeting.

New Business: Funding Request for Appalachian Trail Community Council for \$1,100.00

Bill Van Horn – Thanks for having us. As you are aware we decided to have a month long celebration instead of having a single day trail event. During that period numerous profit businesses and non-profits could host their own events using Franklin’s proximity to the Appalachian Trail as a draw. The Franklin Appalachian Trail Community Council will market the celebration through its website, member organizations will use social media and the Franklin Main Street Banner. Signs Express put together a draft for you. Its 3 feet by 30 feet to go across Main Street. To install and remove it will cost \$350.00, and liability insurance will be \$500.00. The good news is that the banner will last five years. It will be up the 20th of March through April. I’m sorry I didn’t get this to you in a timely fashion.

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Summer Woodard – Town Manager – Mr. Vahnhorn would like to request the board consider voting on this request tonight given that this event is coming up. However, I would remind the board it is the board's policy to hear the request one month and vote on the request the next month.

Donnie Bishop – The dates are March 20th through the 22nd of April?

Bill Van Horn – Yes. The banner will hang as soon as possible. Two things have to happen. It has to be made. And two, the council is working on the application process on the banner across Main Street. The liability insurance is the point we are still working on. We are hoping that will come together so we can put it up next week.

Summer Woodard – Town Manager – Would the Board like to consider on this request tonight?

Josh Drake – I think we should wait. It's a slippery slope. We put the policy in place for a reason. If we start breaking our own rules, then what?

Summer Woodard – Mr. Vanhorn the board will vote on this request at the April 11, 2016 board meeting.

New Business – Discussion on Top Town Designation

Matt Bateman – I appreciate the opportunity to come tonight. You have seen a banner or two going around. It's all over Facebook and Instagram. I want to continue that advocacy in leading that charge. Hopefully you'll have some questions. My major question is what do we have existing that can be tweaked, and one has already done that, which is the website. I know the top town link has been placed on the website. That's important. I'll stop right here. Does the Board feel like the top town designation is a big deal?

Donnie Bishop – Sure. It's great. I think that's a consensus.

Matt Bateman – I've seen the E-News blast, which is awesome. That's a great opportunity to hit them with the top town. I think there was an initial sponsor for a landing page for a top town designation to capture more leads. Hopefully that will help get the word out. So I'd advocate for an annual sponsored ad, and we can change the image and the content. Just an idea. Print ads are something we can look at.

Member Tim Crabtree left the meeting at 6:10 p.m.

Summer Woodard – Just to clarify we can't vote anymore because we don't have a quorum.

Matt Bateman – And we'd love to have a top town banner on Main Street. I think this would help get the word out, and community value.

Rob Gasbarro – Being on the front lines every day, the social demographic makeup of people coming into our store, it's a lot of tourists coming in year-round. I look at the banner in a different way, that it could stir some more thought among tourists and local people.

March 14, 2016 meeting continued,

Matt Bateman – And I think sales taxes are up because of tourists coming through here.

Donnie Bishop – Who is receiving the E-Blast?

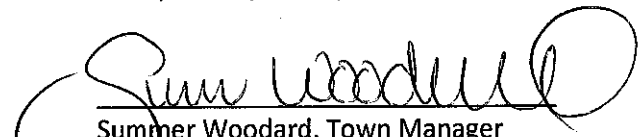
Summer Woodard – Town Manager – Premiere Marketing does it through our website, and then they do it on our Facebook page.

Donnie Bishop – Any idea on what the numbers are?

Summer Woodard – Town Manager – Premiere Marketing will be here next month with some numbers.

Announcements: The next regularly scheduled TDA meeting is Monday April 11, 2016 at 5:30 p.m. in the Town Hall Board Room


Candy Presley, Chairperson


Summer Woodard, Town Manager