

## Town of Franklin Tourism Development Authority Meeting

May 11, 2015

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Cheryl Pullium, Leland Rykse, Vickie Springer and Summer Woodard.

Members absent were Connie Grubermann.

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

### Approval of the April 13, 2015 Board minutes

Motion was made by Drake, seconded by Pullium to approve the April 13, 2015 meeting minutes as presented. Motion carried. Vote: 7 to 0.

### Financial Report

Town Manager Summer Woodard presented the financial report.

Motion was made by Drake, seconded by Pullium to accept the financial report. Motion carried. Vote: 7 to 0. A copy of the financial report is attached.

### Sub-Committee Reports

Finance/Budget Chair Report –No report

Policy and Rules of Procedure –No report

Application Review Chair Report – Summer Woodard – Town Manager – Just the two we have tonight.

### Old Business: Board decision Books Unlimited Funding Request for \$2,180.00

Josh Drake – I think this is a great thing for the Town. She is only looking for \$1,630 in advertising.

Leland Ryske – Is there any concern that we might be funding a single retailer?

Josh Drake – Yes. There is. I definitely think it's a good event. I would shoot for more like a \$1,000.00. Most festivals we fund are about \$1,000.00.

Cheryl Pullium – Have you already started the advertising?

Suzanne Harouff – Books Unlimited – We have. Smoky Mountain Living is done and Georgia Mountain Laurel is done because of their deadlines. This author is going to do the whole town, so it will not benefit just one business. She is not just an author who showed up. Here are the ads, how they appear.

Matt Bateman – What's left?

Suzanne Harouff – Macon County News and Smoky Mountain News.

**May 11, 2015 meeting continued,**

Summer Woodard – Town Manager – Will she be speaking at Taste of Scotland?

Suzanne Harouff – We only have her from 11 a.m. to 12:30 p.m. that day because of her schedule. I don't know what she will be doing after that. The book "Water for Elephants" spent several months on the New York Times bestseller list, and was made into a movie. Sara Gruen's new book is set in Scotland, about three twenty-somethings who go to Scotland during World War II. So that's why she is coming during the Taste of Scotland Festival. They are looking for the Loch Ness monster. She's really excited about it.

Matt Bateman – What size ads did you do in Smoky Mountain Living?

Suzanne Harouff – Half-page ads in Macon County News and Smoky Mountain News. A third of a page in Smoky Mountain Living, and a quarter page in Georgia Mountain Laurel.

Vickie Springer – I agree with Josh.

Matt Bateman – Have you had any discussion with Doug Morton regarding the Taste of Scotland?

Suzanne Harouff – He was hoping she would be here for ceremonies. I know she has three children, so I think that has something to do with the limited time frame that we have her.

**Motion was made by Pullium, seconded by Woodard to approve \$1,030.00 for Books Unlimited Funding Request. Motion carried. Vote: 7 to 0.**

**Old Business: Board decision on Taste of Scotland funding request for \$2,500.00**

Matt Bateman – I think it is a worthy cause.

Chair Candy Presley – Just keep in mind we funded \$2,250.00 last year.

Josh Drake – We tell people who run festivals that we want them to be self-sustaining eventually.

Summer Woodard – Town Manager – I agree with Matt and Josh.

Josh Drake – He is also showing a \$1,425 profit.

Chair Candy Presley – Maybe we should reduce the amount?

Vickie Springer – When they give us this information, comparison sheets, do they have to show anything to you regarding budget specifics?

Summer Woodard – Town Manager – Only if the Board explicitly states what we will pay for. Otherwise we just take their word for it.

Vickie Springer – What does salaries, wages, taxes and benefits actually mean?

**May 11, 2015 meeting continued,**

Summer Woodard – I don't know.

Josh Drake – That could be anything you want.

Cheryl Pullium – I don't know what he has left? I haven't talked to him.

Vickie Springer – It looks like he made a mistake in the addition there.

Josh Drake – We have supported this in the past. Technically, there is no reason to request it. I think it's a great festival and they are a non-profit.

Matt Bateman – My mind would be \$2,000.00. But not having him here doesn't help. I know he contracted with Tony Angel.

Summer Woodard – Town Manager – It is one of our bigger festivals, I agree with Matt.

**Motion was made by Pullium, seconded by Woodard to grant \$1,500.00 for Taste of Scotland Festival. Motion carried. Vote: 7 to 0.**

**New Business: Discussion on Fiscal Year 2015-2016 Budget**

Summer Woodard – Town Manager – I did reach out to Premier Marketing, and they could do a presentation next month to discuss the upcoming budget. I wanted to put that out there for the board.

Cheryl Pullium – I think that would be good.

Josh Drake – Yeah, that's fine.

Summer Woodard – Town Manager – They said they could have us something at our June meeting. And I don't have any new applications right now, so if you wanted to set your June meeting for your retreat, you could do that. But that's up to you guys. It would be Monday June 8, 2015.

**New Business: Reappointment of Tourism Development Authority Member Cheryl Pullium**

Summer Woodard – Town Manager – I think it's past her appointment, and I know she has expressed an interest to continue to serve.

Matt Bateman – What's your updated situation?

Cheryl Pullium – I am working at Digz.

Matt Bateman – How's business?

Cheryl Pullium – It's great.

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Motion was made by Woodard, seconded by Drake to recommend reappointment of Cheryl Pullium to the Tourism Development Authority Board for a two year term. Motion Carried. Vote: 7 to 0.

**New Business: Reappointment of Josh Drake to the Tourism Development Authority Board**

Summer Woodard – Town Manager – It would be a two year appointment, and I would make that motion.

Motion was made by Woodard, seconded by Pullium to recommend reappointment of Josh Drake to the Tourism Development Authority Board for a two-year term. Motion carried. Vote: 7 to 0.

**New Business: Reappointment of Leland Ryske to the Tourism Development Authority Board**

Summer Woodard – Town Manager – Unfortunately Mr. Ryske's term is up. He has told me he doesn't want to continue to serve due to scheduling conflicts. I would like to seek permission to advertise for the position, and please make a motion for us to do so. It would be like we normally do, for a tourism related business.

Motion was made by Woodard, seconded by Springer to advertise for new member position on the Tourism Development Authority Board. Motion carried. Vote: 7 to 0.

Summer Woodard – Town Manager – And just a reminder we do have an opening for lodging.

**New Business: Discussion on Tourism Development Authority Board Retreat**

Chair Candy Presley – We don't really have any discussion, because we are having it next month.

**Items from the Board**

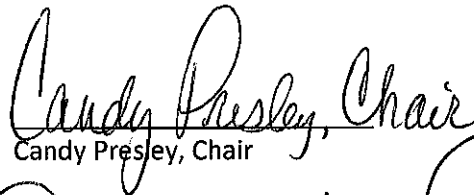
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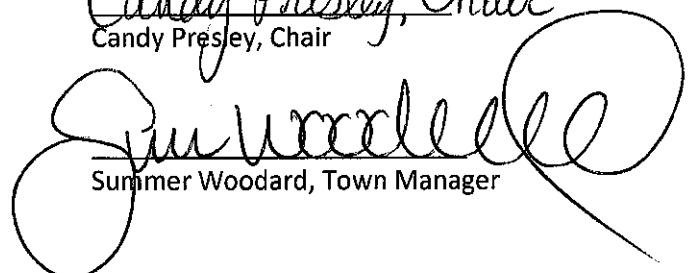
**Announcements:**

Chair Candy Presley – Our next meeting will be our budget retreat, here at Town Hall on June 8, 2015 at 5:30 p.m.

**Adjourn**

Motion was made by Drake, seconded by Springer to adjourn the meeting at approximately 6:00 p.m. Motion carried. Vote: 7 to 0.

  
Candy Presley, Chair

  
Summer Woodard, Town Manager