

## **Town of Franklin Tourism Development Authority**

### **September 12, 2016 meeting**

The Franklin Tourism Development Authority Board held their regularly scheduled meeting on Monday September 12, 2016 in Town Hall. Chair Candy Presley, Members Tim Crabtree, Donnie Bishop, Connie Grubermann, Cheryl Pullium, and Vickie Springer. Town Planner Justin Setser filled in for Town Manager Summer Woodard.

Members absent: Town Manager Summer Woodard and member Josh Drake.

### **Approval of the August 8, 2016 Board Minutes**

**Motion was made by Grubermann, seconded by Springer to approve August 8, 2016 Board minutes as presented. Motion carried. Vote: 6 to 0.**

### **Subcommittee Reports**

Finance/Budget Chair Report - None

Policy and Rules of Procedure – None

Application Review Chair Report – On Agenda

### **Financial Report**

Town Planner Justin Setser presented the Financial Reports

**Motion was made by Grubermann, seconded by Springer to accept financial report as presented. Motion carried. Vote: 6 to 0. A copy of the financial reports are attached.**

### **New Business: Update from Premiere Marketing**

Beth Payseur – Premiere Marketing – We already spent money on the e-blast in the Asheville Citizen Times for August, and we have another for September. The September one is focused on the fall season. We have done recreation news in Visit WNC. It was promoted on Facebook. We did one feature event for the Barbeque Festival. We are doing Trip Advisor in June, July, August and September. We consistently use Facebook and Instagram. Our top post on Facebook was for the Folk Festival. 45,000 people saw that post. We've also started doing some Instagram posts. We are also updating our website. You will be able to see all of our hiking trails and gem mines, and we will provide a lot of pictures and information on lodging and festivals by season. The last page is the blog page.

Vickie Springer – Is it working right now?

Beth Payseur – Not yet. It will be ready soon.

September 12, 2016 meeting continued,

**New Business: Funding Request for Conquer the Mountain**

Jenny Golding – This is our third annual event of Conquer the Mountain marathon. It's unique and this is our third year doing it. Runners are coming in from a variety of places, from Tampa, Florida to Easley, South Carolina. It's unique because of Mashburn Branch and where they run. It's always the first Saturday in November because we want to honor our Veterans. It's a \$10.00 registration fee. We feel like we can go a long way with this run, and we are already advertising online. It's not until November and we already have 34 runners registered. The Tourism Development Commission did not grant me help with the time clock this year. They turned that down. And that's a big expense this year.

Vickie Springer – Your net cash flow, is that going to be your profit?

Jenny Golding – That included grants that we may not get. So that \$4,500 is definitely overestimated. Last year it wasn't even \$1,000 that we made.

Vickie Springer – The TDC turned you down, even though they granted you funds last year?

Jenny Golding – Yes. They did.

**Old Business: Funding Request for Franklin Riverfest for \$500.00**

**Motion was made by Grubermann, seconded by Springer to approve \$500.00 request to Franklin Riverfest. Motion carried. Vote: 6 to 0.**

**Old Business: Funding Request for Deal Farms Maze and Hayrides for \$2,000.00**

Vickie Springer – This is something we have not given to in the past, correct?

Connie Grubermann – That's correct. This is brand new for this Board. They have never come to us.

**Motion was made by Pullium, seconded by Grubermann to grant \$2,000.00 funding request for Deal Farms Maze and Hayrides. Motion carried. Vote: 6 to 0.**

**Items from the Board**

None

September 12, 2016 meeting continued,

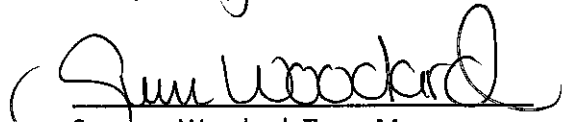
**Announcements**

The next regularly scheduled Tourism Development Authority Board meeting is October 10, 2016 at 5:30 p.m. in the Town Hall Board Room.

**Adjourn**

Motion was made by Pullium, seconded by Grubermann to adjourn the meeting at 5:55 p.m. Motion carried. Vote: 6 to 0.

  
Candy Presley, Chairperson

  
Summer Woodard, Town Manager