



Town of Franklin

Town of Franklin Tourism Development Authority Meeting **January 9, 2012 - Town Hall**

Present: Candy Presley, Beverly Mason, Ron Winecoff, Ron Haven, Karen Bacon, Sam Greenwood, Deb Heatherly, Matt Bateman, and Mike Grubermann.

Absent: Ellen Jenkins.

Guests: Sylvia Cochran.

Candy Presley called the meeting to order at 5:38 pm.

Approval of Minutes

The December 12, 2011 minutes were reviewed. Ron Haven made a motion to accept the December minutes as written. Beverly Mason seconded the motion. The motion was passed unanimously.

Financial Report

Mike Grubermann reported that the financial reports were distributed earlier in the month and that the figures still show a decline in receipts as compared to 2010. He also stated that he had created a running accounting of the funds expended and went back to February 2011 so that a full total of the Atlanta ad campaign could be created. Prior to that time there were only individual approvals that were easy to track. The Atlanta ads came in at \$9224 under the projected approved amount of \$50,000 and the full project was \$20,332 under the approved amount of \$75,000. This would also be a good way to track the motorcycle rally promotion expenses and any other major ongoing project costs that are undertaken. This new report will be updated every month.

Beverly Mason suggested that we watch the ads that are being placed by funding requestors to see if there is some value to combining ads in the same publications. There were comments that things like the Outdoorathlon and the trail days may be the only common ads that appear in the same publication.

Sub-Committee Reports

Finance/Budget Committee – Mike Grubermann, Other than the reports mentioned above there was nothing further to report.

Policy & Procedures – Sam Greenwood, Chair – No report.

Funding Evaluation Committee – Deb Heatherly, Chair – She commented on the emailed report from the committee and stated that the main concern was that presentations be limited to 10 minutes and those new requests would present to the whole TDA. For ongoing events like Trail Days, there is no need for individual presentations each year. It was discussed that some kind of tracking system be developed to check the response to the various ads that are placed for events. Beverly Mason motioned to adopt the committee recommendations. Ron Winecoff seconded. The motion was approved unanimously.

Unfinished Business - None

New Business

- A. Funding request for April Fools Trail Days. Linda Schlott presented her request for \$3,000.00 for the event being held March 31, 2012. The funds would be used for advertising. Deb Heatherly motioned to approve \$3,000.00 for advertising and for the requested 2 billboards. Matt Bateman seconded the motion. The motion passed unanimously.

- B. Funding request for Ruby Bash Rally. The request was discussed. Ron Winecoff motioned to reject the request. Beverly Mason Seconded the motion. Ron Haven abstained from voting. The Motion passed.
- C. Funding request for "Airing of the Quilts" Festival. Deb Heatherly requested \$1500.00 and available billboards for the event on May 12, 2012. Ron Winecoff motioned to approve \$1500.00 for the "Airing of the Quilts" event. Ron Haven seconded. The Motion passed unanimously. On the Billboard request, Ron Haven motioned to approve 2 billboards before mid April. Beverly Mason seconded. The motion passed unanimously.
- D. Update on the 2011 Outdoorathlon. Cory McCall stated the event was good but the attendance poor. They are planning to repeat thi9s year. The event was aimed to bring people to Franklin for future return to the area. They will cut the event back to one day and it may grow back to be a multi-day event in the future. They are working on making it self-supporting. They are looking at October 6, 2012 for this years event. The remote parking was a drawback and they are looking at utilizing more on-site parking. They are looking to increase local ads for the closer market and are targeting areas within about a two hour drive. They are also considering some other changes now that there is more time to plan. They discussed their funding and indicated that will be back with a request later.
- E. Update on 2012 Bike Rally. Sylvia Cochran indicated that they have a local motorcycle chapter planning guided rides. Next weekend they will be in Charlotte at a show and on January 27-29 they will be in Norcross GA. The schedule will continue with February 4 in Knoxville then Cincinnati and then back to Charlotte for a different group's show and then on to Daytona. They are working on adding more to the website as well as in US Rider News. They are also setting up the billboard ads. They are looking for bands for the "battle of bands" and the winner will open for the headliner at the event on Saturday's entertainment. The vendor information packet should be on line the week of January 16th.
- F. Proposal from Tony Angel, Angel Media. Tony Angel had previously presented a proposal for continued services. There was question about having him manage the billboard program as well. This was an unknown time load item and he was to meet with Candy to discuss this. He did meet with candy and indicated that with all that he was to do that the revised proposal would be for 20 hours per month at \$800.00 per month. His proposal included: monthly website and social media maintenance; continued graphic design of billboards; and advertising coordination as well as the management of the billboards with the signage as approved. Deb Heatherly motioned to approve the continued work plan at up to \$800.00 per month. Sam Greenwood seconded. The motion passed unanimously.

Items from the floor

Matt Bateman commented that he had been checking with Sylvia about the electronic media portions of the project. He also asked about the mobile app status and was asked to follow up and check with the UGO Tour group.

Candy discussed reviewing the members terms and that she was up in February. She indicated that she would be interested in continuing as chair of the group. She also indicated the Ron Winecoff and Ron Haven were both up in April. Ron Winecoff stated that he was interested in stepping down. Ron Haven stated that he would like to continue his membership. Replacing Ron Winecoff will be discussed further at the next meeting. Ron Winecoff motioned to recommend to the Town Board that Candy Presley be reappointed as Chairman . Ron Haven seconded. The motion passed unanimously.

Announcements

No other announcements at this time.

Next Meeting

The next meeting will be February 13, 2012 at 5:30 p.m. in the boardroom at the Town Hall.

There being no further business, Ron Winecoff motioned to adjourn and it was seconded by Ron Haven. The meeting adjourned at 7:34 p.m.