

Town of Franklin Tourism Development Authority Meeting

January 13, 2014

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Mike Grubermann, Cheryl Pullium, Leland Rykse and Summer Woodard (designated by Warren Cabe).

Absent: Vickie Springer

Guests: Justin Belleme and Jessica Mason

Chair Candy Presley called the meeting to order at 5:30 p.m.

Chair Candy Presley called for a motion to excuse Vickie Springer from the January 13, 2014 Tourism Development Authority Board meeting.

Mike Grubermann made a motion to excuse Vickie Springer from the January 13, 2014 Tourism Development Authority Board meeting. Leland Rykse seconded. Motion passed. Vote: 7 to 0.

Approval of Minutes

The November 12, 2013 meeting minutes were reviewed.

Josh Drake made a motion to approve the November 12, 2013 minutes as presented. Matt Bateman seconded. Motion passed. Vote: 7 to 0.

Financial Report

Summer Woodard presented the financial report (see attachment.)

Josh Drake made a motion to accept the financial report as presented. Mike Grubermann seconded. Motion passed. Vote: 7 to 0.

Sub-Committee Reports

Finance/Budget Chair

Mike Grubermann: No report

Policy and Rules of Procedure Chair

Vickie Springer: No report

Application Review Chair

Summer Woodard: No report

January 13, 2014 meeting continued,

New Business

Presentation by Premiere Marketing

Jessica Mason with Premiere Marketing gave an update on the Tourism Development Authority's website www.DiscoverFranklinNC.com. Ms. Mason stated that the website is about seventy-five (75) percent completed and that February 1, 2014 would be the launch date for the new website. Ms. Mason also stated from December 1 through December 31, 2013 2,964 people visited the Tourism Development Authority's website. The top five (5) locations that people were viewing the website from lived in Franklin, North Carolina, Atlanta, Georgia, Charlotte, North Carolina, Sylva, North Carolina and Nashville, Tennessee. Ms. Mason informed the board that the next electronic billboard campaign would begin May 12, 2014. Premiere marketing is also working with J&B media to set up a google ad words account using various campaigns.

Presentation by J&B Media

Justin Belleme with J&B Media gave an update on google ad words and google analytics. Mr. Belleme stated that J&B Media was working with Premiere Marketing to update the Tourism Development Authority's website. The scope of J&B Media's work consists of looking at the launch page for DiscoverFranklinNC.com, and developing key words for google ad words. Mr. Belleme stated that J&B Media re-optimized existing landing pages for the website. J&B Media also developed keywords which include Franklin, North Carolina Map, Gem Hunting in North Carolina, Things to Do in North Carolina Mountains, Smoky Mountain Hiking Trails and Dry Falls North Carolina. J&B Media worked with Premiere Marketing to develop ad campaigns and a budget for ad words. A few of the ad campaigns are general outdoors, fishing, gem mining, hiking, motorcycling, rafting, waterfalls, accommodations, attractions, festivals and Franklin, North Carolina. The last thing that J&B Media is working on is visual key word fitting. Mr. Belleme stated that once visual key word fitting was complete that would end the work of J&B media.

Award from Smoky Mountain Host

Summer Woodard presented the Tourism Development Authority Board with a regional partnership award from Smoky Mountain Host.

Items from the Board

Chair Candy Presley- At the next Tourism Development Authority meeting the board needs to discuss blog writing for the DiscoverFranklinNC.com website.


Matt Bateman- I would like to see the Tourism Development Authority board discuss the possibility of offering a vacation getaway or something to that nature on our Face book page. Maybe the board could work with local businesses to put something together.

Announcements

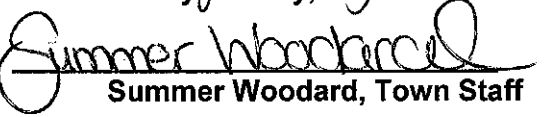
The next regularly scheduled Tourism Development Authority meeting will be Monday, March 10, 2014 at 5:30 p.m. in the Town Hall Board room.

Adjourn

At 6:20 p.m. motion was made by Josh Drake, seconded by Mike Grubermann to adjourn.
Motion passed. Vote: 7 to 0.



Candy Presley, Chair



Summer Woodard, Town Staff