



Town of Franklin

Town of Franklin Tourism Development Authority Meeting **December 12, 2011 - Town Hall**

Present: Beverly Mason, Ron Winecoff, Ron Haven, Ellen Jenkins, Matt Bateman, and Mike Grubermann.

Absent: Candy Presley, Karen Bacon, Sam Greenwood, Deb Heatherly,

Guests: Sylvia Cochran

Mike Grubermann stated that Sam Greenwood, due to another town meeting commitment, has designated him to be the town's representative for a quorum at this meeting and that Candy Presley had asked him to chair the meeting. He asked if there was anyone who had any objection or wanted to chair the meeting. There were no objections to him doing so.

Mike Grubermann called the meeting to order at 5:35 pm.

Approval of Minutes

The November 6, 2011 minutes were reviewed. Beverly Mason made a motion to accept the November minutes as written. Matt Bateman 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 but compared better than the 2009 numbers.

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 – A copy of the emailed report from the committee was distributed and there was discussion and consensus that any action on the recommended changes be held for the January meeting.

Unfinished Business

- A. Modifications to funding and evaluation. As described in the Funding And Evaluation Sub-Committee report above action on the recommendations will be taken at the January meeting.
- B. Update on the Bike Rally. Sylvia Cochran was present to report on the status so far. She is working with the Broken Spokes Saloon to provide entertainment. The new event logo has been designed and was shown at the meeting. It can be viewed on the website at www.smokymountainrumble.com The website is up and being completed. There is a Face Book page also. They will be going to the motorcycle shows to promote this event and the first one will be at the North Atlanta Trade Center in Norcross, GA on January 27-29, 2012. Some TDA members indicated an interest in attending. There will be a booth and brochures will be distributed. They will be doing the "save the date" brochures at the early shows and gathering mailing list and email information for later. As the event date gets closer and things are finalized, additional brochures will be created highlighting the activities at the event. They are also planning "Franklin centered" activities such as guided rides and maps showing the tour

rides that can be done. There will also be "Where to Stay" information included along with food, museums, and other things of interest. Sylvia presented a bill for \$2856.12 for the initial brochures and promotional items to be distributed at the shows. Ron Winecoff made a motion to approve the bill from Social Axe for \$2856.12 as part of the previously approved amount for the promotion of the event. Ellen Jenkins Seconded the motion. The motion passed unanimously.

New Business

- A. Proposal from Tony Angel, Angel Media. Tony Angel presented a proposal for continued services that had been previously distributed to TDA board members. His proposal included: monthly website and social media maintenance; continued graphic design of billboards; and advertising coordination. Matt Bateman indicated that he would like to be one of the administrators on the Face Book page. There was also discussion of having Tony monitor and coordinate the billboard program. It was decided to continue this discussion at the January meeting as this would give Tony time to estimate the time involved for a recommendation

Items from the floor

Ron Winecoff suggested that there needs to be some additional tracking of the responses to the Atlanta ads. Ron Haven indicated that he had attended some of the festivals and people he had talked to that indicated they were from Atlanta had stated that they heard about the event on the TV in Atlanta. Ellen Jenkins indicated that she monitors the people coming into her store and ey heard about the town with positive results. There was also some discussion of possibly including Charlotte in the targeted advertising in 2012. This will be discussed further in January.

Matt Bateman also mentioned that it would be a good idea to help event planners to better promote their events in the future. This will be discussed in January.

Mike Grubermann commented that it might be a good idea for the TDA and Franklin/Nantahala TDC to have a joint meeting on advertising plans and working together on advertising. He will see what he can arrange.

Announcements

No other announcements at this time.

Next Meeting

January 9, 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 7:10 p.m.