

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

September 9, 2024

Present: Chairperson Connie Grubermann, Members: Rob Reale, Kevin Covell, Matt Holland, Angela Martin, and Josh Drake.

Absent: Town Manager Amie Owens and Members Guy Gooder, Tim Crabtree, Hannah Edwards.

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Town Council Member
Morgan Stewart, Stewart Communications
Mia Overton, The Franklin Press
Brooke Real, Main Street Merchants Representative
George Young, Tracy Griffith and Dave Linn- 80s Flashback Committee

1. Call to Order- Chair Connie Grubermann

The meeting was called to order at 5:31 p.m.

2. Approval of the August 12, 2024 Meeting Minutes

Member Kevin Covell made a motion, seconded by Member Rob Reale to approve the minutes of the August 12, 2024 meeting as presented. Motion carried unanimously by a vote of 6-0.

3. Financial Reports- ending July 31, 2024

Chairperson Connie Grubermann presented the Financial Report through the end of July 2024. She noted that amount of occupancy tax collected was \$16,966.76. Total expenses thus far \$8,473.87 leaving the balance of \$171,526.13 and \$168,656.43 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Kevin Covell made a motion, seconded by Member Rob Reale to approve the financial report ending July 31, 2024. Motion carried unanimously by a vote of 6-0.

4. New Business

A.) Application for Consideration

Horse Tails Farm, Inc. submitted an application for funding of their Pet Adoptions at Pumpkinfest on October, 19 2024. The requested amount is \$2,500. This item will be voted on at the October 2024 meeting.

B.) Application for Consideration

Brooke Reale with the Streets of Franklin submitted an application for funding of the Monster Mash event that will be held on October, 26 2024 in Downtown Franklin. The requested amount is \$1,000. This item will be voted on at the October 2024 meeting.

C.) Post Event Report from 80's Flashback Weekend

George Young, 80's Flashback Weekend Committee Member, gave a recap of the event that was held August 2 & 3, 2024. The recap included a survey and the event income and expense reports. The event raised \$34,000 for Greenville Shriners Hospital.

5. **Items from the Board**

A.) **Marketing Report- Stewart Communications**

Morgan Stewart, Stewart Communications, gave the marketing update:

- Video marketing content with TDC and Our State Magazine will begin filming next week & then again in the Spring
- Four (4) stakeholder meetings have been completed and 33 people attended
- Three (3) stakeholder meetings left to go
- SWAT analysis from each stakeholder meeting was given
- Rebranding “Experience Franklin” Tagline/Domain Name discussed

Member Rob Reale made a motion, seconded by Member Kevin Covell approve the rebranding tagline/domain name “Experience Franklin” as presented. The motion carried by a vote of 5-1. Member Josh Drake voted in opposition.

Member Josh Drake said he felt like you would lose followers by changing the domain name.

- Rebranding logo options- discussion was held about the logos. Members would like to see a ruby added to the round logo.

Member Angela Martin made a motion, seconded by Member Josh Drake approve the round Experience Franklin logo and to add a ruby. The motion carried unanimously by a vote of 6-0.

B.) **Response from Town Council to Memo re: Tourism Related Expenditures**

Councilman Tompa said that Town Council talked about potential projects they could work on with TDA funding. One suggestion is new banners throughout Town. Town Council will submit an application for consideration at the October meeting.

7. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, October 14, 2024 at 5:30 p.m. in the Town Hall Board Room.

8. **Adjourn**

Member Josh Drake made a motion, seconded by Member Kevin Covell to adjourn the meeting at 6:00 p.m. The motion carried unanimously by a vote of 6-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk