

**TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY**

**MEETING MINUTES**

**SEPTEMBER 8, 2025**

Present: Members: Town Manager Amie Owens, Kevin Covell, Hannah Edwards, Rob Reale, Angela Martin, and Heather Dombroskie.

Absent: Chairperson Tim Crabtree and Member Guy Gooder

Others present: Nicole Bradley, Town Clerk  
Robbie Tompa, Town Councilman  
Stacy Guffey, Vice Mayor  
Morgan Stewart, Stewart Communications  
Mia Overton, The Franklin Press  
Dave Linn, 80s Flashback Weekend  
Tracy Griffith, 80s Flashback Weekend  
George Young, 80s Flashback Weekend  
James Williams, Local Artist

**1. Call to Order- Town Manager Amie Owens**

The meeting was called to order at 5:26 p.m.

**2. Approval of the July 14, 2025 Meeting Minutes**

*Member Kevin Covell made a motion, seconded by Hannah Edwards to approve the minutes of the July 14, 2025 meeting as presented. Motion carried unanimously by a vote of 6-0.*

**3. Financial Reports- ending June 30, 2025 and July 31, 2025**

Town Manager Amie Owens presented the Financial Report through the end of Fiscal Year 2024-2025 and July 2025. She noted that for the month of June 2025 \$18,609.36 was collected in occupancy tax. The total amount of occupancy tax collected in FY 2024-2025 was \$180,720.82; leaving a positive balance of \$6,808.96.

The occupancy tax collected in July was \$16,844.68 (above average; below previous 4 years). Total expenses thus far \$18,530.64 leaving a balance of \$161,469.36 and \$176,222.06 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

*Member Rob Reale made a motion, seconded by Member Kevin Covell to approve the financial report ending July 31, 2025. Motion carried unanimously by a vote of 6-0.*

#### 4. Continued Business

##### A.) Presentation by artist James Williams potential project for FY 2025-2026

At the July meeting, Member Rob Reale made a suggestion to have local artist James Williams commission a sculpture for the Town. Mr. Williams discussed his vision of a 4-foot rainbow/brook trout sculpture. The sculpture would be made of stainless steel with bronze and a little color. Member Angela Martin made a suggestion of a native Sicklefing Redhorse fish instead of a Rainbow trout.

Mr. Williams stated to cost of the sculpture would be \$25,000. He will bring a sketch of the design to the next meeting.

##### B.) Follow Up Report – 80’s Flashback Weekend

George Young, 80’s Flashback Weekend Board Member, gave an update on the events that took place on August 1 & 2. The total expenses for the events were \$58,835.99, total income was \$92,371.37 and **\$36,000** was donated to Shriners Childrens Greenville.

##### C.) Vote on Application – KIDS Place -828 Treasure Quest- October 11, 2025

KIDS Place submitted an application for consideration for their fundraiser, 828 Treasure Quest, that will be held on October 11, 2025. The requested amount is \$10,000. It was noted that to date they have had 32 teams sign up. Member Rob Reale said that the TDC approved funding of \$2,500.

***Member Kevin Covell made a motion, seconded by Member Angela Martin to fund \$2,500 (match TDC’s funding). Motion failed due to lack of vote.***

Additional discussion was held about the amount of time for advertising and concerns for turnout.

***Member Hannah Edwards made a motion, seconded by Member Rob Reale not to fund the 828 Treasure Quest event. Motion carried unanimously by a vote of 6-0.***

Member Heather Dombroski mentioned relooking at the event next year.

#### 5. New Business

##### A.) New Application for Consideration

Outdoor 76 – The Naturalist 20/50K – October 11, 2025.

Cory McCall, Outdoor 76 owner, submitted an application for consideration for their 25/50K Naturalist event. The request is for \$1,600. He stated that they already had 111 runners sign up and will cap the number of runners at 150.

Since the August meeting was canceled and this event is a month away; the TDA Board was informed prior to the meeting and moved forward with the vote for funding.

***Member Angela Martin made a motion, seconded by Member Heather Dombroski to fund \$1,600 for The Naturalist 20/50K Race as presented. Motion carried unanimously by a vote of 6-0.***

6. **Items from the Board**

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

- Tourism Reporting from the State
- Facebook views, billboards (new one in Florida), Visit Smokies guides, new maps with QR codes
- Social Media post/views, YouTube views, website clicks/engagements, email campaigns – click rates/open rates

B.) **Review of TDA application (s) for recommendation to Town Council**

Town Manager Owens discussed the two TDA Board vacancies. One vacancy for someone who collects occupancy tax and one vacancy for someone tourism related. There have been two applications received (both tourism related). The applications will go to the Town Council for consideration on October 6th.

C.) **Other items for the Board**

- Member Rob Reale brought up the new banners on Main Street. Town Manager Owens said these were meant to be smaller in size. They are to be seen by pedestrians on Main Street and they needed to be smaller so that they wouldn't obstruct views of merchant storefronts.
- Councilman Robbie Tompa discussed the sculpture and reminded the Board members they could come to Town Council and request additional funds from Fund Balance.
- There was additional discussion about a potential mural on the building owned by Janet Greene, behind the Gazebo. It was mentioned that Janet Greene had been asked and seemed interested in the idea. Several artist were also mentioned.

7. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, October 13, 2025 at 5:30 p.m. in the Town Hall Board Room.

8. **Adjourn**

***Member Kevin Covell made a motion, seconded by Member Hanah Edwards to adjourn the meeting at 6:45 p.m. Motion carried unanimously by a vote of 6-0.***

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Amanda W. Owens, Town Manager

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Nicole Bradley, Town Clerk