

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

DECEMBER 8, 2025

Present: Members: Town Manager Amie Owens, Chairperson Tim Crabtree, Kevin Covell, Heather Childress Custer, Heather Dombroskie Hannah Edwards, Guy Gooder, Angela Martin, Colin McGinniss, and Rob Reale.

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Town Councilman
Mia Overton, The Franklin Press

1. Call to Order- Chairperson Tim Crabtree

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

2. Approval of the November 10, 2025 Meeting Minutes

Member Hannah Edwards made a motion, seconded by Member Heather Dombroskie to approve the minutes of the November 10, 2025 meeting as presented. Motion carried unanimously by a vote of 10-0.

3. Financial Reports- ending October 31, 2025

Town Manager Amie Owens presented the Financial Report through the end of October 2025. She noted that for the month of October 2025 \$19,631.27 was collected in occupancy tax (3rd highest October on record; above the 10 average). Total expenses thus far \$60,567.61 leaving a balance of \$119,432.39 and \$178,004.38 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Angela Martin made a motion, seconded by Member Hannah Edwards to approve the financial report ending October 31, 2025. Motion carried unanimously by a vote of 10-0.

4. New Business

A.) Vote on Application

Scottish Tartan Museum -- support for new Tartan
The request is for \$4,500.

Member Kevin Covell stated that he loved the idea and it was a worthy cause, but wondered if it was outside the scope of practice for the TDA. Several other members agreed.

Member Hannah Edwards mentioned looking at other ways to help the Scottish Tartan Museum.

Chairperson Tim Crabtree stated the this was a cost of goods and would not necessarily bring in tourist.

Member Kevin Covell mentioned grants for non-profit museums (ARC grants).

Member Kevin Covell made a motion, seconded by Member Hannah Edwards to deny the request for funding for the Scottish Tartan Museum – new tartan support for \$4,500. Motion carried unanimously by a vote of 9-0. Member Rob Reale recused himself from the vote as he is on the Scottish Tartan Museum Board.

5. Items from the Board

A.) Annual Marketing Report- Stewart Communications

Morgan Stewart was not in attendance. He sent the marketing report via email.

- 15 Social Media Post
- 5 Paid Ads (\$1,881)
- Facebook – 2.6K Followers (over 200 new followers)
- Instagram – 798 followers (51 new followers, 31Kviews, 2.1K interactions and over 90% new audience)

B.) Additional items from the Board

Councilman Robbie Tompa asked TDA members to think about long term/larger projects. He would like to the TDA members to form a sub-committee to plan ahead on larger projects. He noted that the sub-committee would meet separate from the TDA board. There was additional discussion on economic studies and the previous SWOT analysis done by Stewart Communications.

Member Heather Dombroskie inquired about the TDA’s procedure for follow-ups on funded events. Chairman Tim Crabtree noted that the recipients are supposed to come back after the event and give an update. He said they could be reminded at the time of their request about the follow-up.

Member Hannah Edwards gave an update on the Yonder Summer Concert Series. She noted that their sales were up 37% and that they average 110-120 on the lawn per event.

6. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, December 8. 2025 at 5:30 p.m. in the Town Hall Board Room.

7. Adjourn

Member Guy Gooder made a motion, seconded by Member Kevin Covell to adjourn the meeting at 6:04 p.m. Motion carried unanimously by a vote of 10-0.

Tim Crabtree, Chairperson

Nicole Bradley, Town Clerk