

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

May 12, 2025

Present: Chairperson Connie Grubermann, Members: Town Manager Amie Owens, Kevin Covell, Rob Reale, Angela Martin, Guy Gooder and Tim Crabtree.

Absent: Members Hannah Edwards and Matt Holland.

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Town Councilman
Morgan Stewart, Stewart Communications
Mia Overton, The Franklin Press
Dan Finnerty, Macon Sense

1. Call to Order- Chair Connie Grubermann

The meeting was called to order at 5:30 p.m.

2. Approval of the April 14, 2025 Meeting Minutes

Member Guy Gooder made a motion, seconded by Town Manager Amie Owens to approve the minutes of the April 14, 2025 meeting as presented. Motion carried unanimously by a vote of 7-0.

3. Financial Reports- ending March 31, 2025

Town Manager Amie Owens presented the Financial Report through the end of March 2025. She noted that the amount of occupancy tax collected in March was \$15,940.74 (Highest March to date and well above the 10-year average). Total expenses thus far \$128,239.70 leaving a balance of \$3,596.04 and \$173,742.61 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Kevin Covell made a motion, seconded by Member Tim Crabtree to approve the financial report ending March 31, 2025. Motion carried unanimously by a vote of 7-0.

4. New Business

A.) New Application for Consideration

The Taste of Scotland Society, Inc. submitted an application for funding for \$3,000 to assist with their 26th Annual Taste of Scotland Festival June 13-14, 2025. This item will be voted on at the June meeting.

5. Continued Business

A.) Requested Hold on Vote on Application until July meeting

The Macon County Farmer's Market requested a hold on the vote of their application until the July 2025 meeting.

Member Tim Crabtree made a motion, seconded by Member Rob Reale to hold the vote on the Macon County Farmer's Market funding request until the July meeting. Motion carried unanimously by a vote of 7-0.

B.) Vote on Application

Macon County Transit submitted an application for funding. The request is for \$6,000 for marketing of the Hiker Route.

Member Angela Martin made a motion, seconded by Member Guy Gooder to approve the funding of \$6,000 as presented. Motion carried by a vote of 5-2 (Town Manager Amie Owens and Member Rob Reale voted in opposition).

C.) Vote on Application

80's Flashback Weekend submitted an application for funding for their event August 1-2, 2025. The request is for \$5,000.

There was discussion on the amount of remaining funds in the budget for festivals and events.

Member Tim Crabtree made a motion, seconded by Member Rob Reale to approve the funding of \$3,500. Motion carried unanimously by a vote of 7-0.

Member Angela Martin made a motion, seconded by Member Kevin Covell to move \$1,125 from undesignated funds to Festivals and Events. Motion carried unanimously by a vote of 7-0.

6. Items from the Board

A.) Marketing Report- Stewart Communications

Morgan Stewart, Stewart Communications, gave the marketing update:

- Recent presentations given
- Added functions to website
 - Search functions
- Social Media updates
- Email campaigns
- Summer promotions (July 4th)
- Around town photoshoots
- Will add list to website
 - Churches
 - Event Spaces
 - Spas & yoga
- New Banner Designs
- Visit Smokies new brochure (ad for Experience Franklin)
- B-Roll footage from TDC

7. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, June 9 2025 at 5:30 p.m. in the Town Hall Board Room.

8. **Adjourn**

Member Kevin Covell made a motion, seconded by Member Guy Gooder to adjourn the meeting at 6:03 p.m. Motion carried unanimously by a vote of 7-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk