

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

April 10, 2023

Present: Members Donnie Bishop, Amie Owens, Tim Crabtree, Matt Holland, Kevin Covell and Josh Drake (late).

Absent: Cheryl Pullium

Others present: Nicole Bradley, HR Director/Town Clerk

Mia Overton, The Franklin Press

Dan Finnerty, Macon County News

Beth Payseur, Drake Software

Carly Moser, Drake Enterprises

1. Call to Order- Town Manager Amanda Owens

Member Donnie Bishop made a motion, seconded by Member Tim Crabtree to allow Town Manager Amie Owens to run the meeting in Chair Connie Grubermann's absence. Motion carried unanimously by a vote of 5-0.

The meeting was called to order at 5:33 p.m.

2. Approval of the March 13, 2023 Meeting Minutes

Member Donnie Bishop made a motion, seconded by Member Kevin Covell to approve the minutes of the March 13, 2023 meeting as presented. Motion carried unanimously by a vote of 5-0.

3. Financial Reports- ending February 2023

Town Manager Amie Owens presented the Financial Report for thru end of February 2023. She noted that February 2023 highest February on record, (\$8,900.44).

Total expenses thus far \$163,331.22 leaving the balance of \$101,668.78 and \$156,129.65 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Tim Crabtree made a motion, seconded by Member Josh Drake to approve the financial report ending February 2023. Motion carried unanimously by a vote of 6-0.

4. New Business

A. Vote on request:

1. Request for TDA support from Taste of Scotland Society for the Taste of Scotland Festival to be held on June 17, 2023. The requested amount is \$3,000.

Member Donnie Bishop made a motion, seconded by Member Tim Crabtree to approve funding of \$3,000 as requested by the Taste of Scotland Society. Motion carried unanimously by a vote of 6-0.

2. Request for TDA support from TribalVibe Promotions & Altered Frequencies for Springtopia- Feeding the Future event to be held on April 22, 2023. The requested amount is \$1,000.

Member Josh Drake made a motion, seconded by Member Kevin Covell not to approve the funding of \$1,000 as requested TribalVibe Promotions & Altered Frequencies. Motion carried unanimously by a vote of 6-0.

5. Items from the Board

A.) Marketing Report- Carly Moser, Drake Enterprises

Carly Moser presented a 2023/2024 Budget Proposal for marketing. She worked with Erin Miller, Local IQ Sales Executive. She provided four (4) media recommendation options. Mrs. Moser explained the media options and how each one targets the markets.

Member Josh Drake led the discussion on the amount of funds the TDA board would have available to budget on media for FY 2023/2024. The TDA board plans to budget \$214,000 to \$220,00 for media advertising. They requested Mrs. Moser speak with Local IQ and come up with an option in that price range. Mrs. Moser agreed and will come back to the May 8th meeting with that information.

Member Kevin Covell asked who are we trying to target? What ages? Do we have a target at who we want to market to?

Discussion was had on various age groups being targeted (hikers, families, RV owners).

B.) Memberships Terms Expiring- May and June 2023

Town Manager Amie Owens noted that four members of the TDA boards term will expire in May and June of 2023. She discussed the Town Council's policy on boards and commissions. The vacancies are advertised in the newspaper and online. Individuals wishing to be considered for reappointment would need to complete an application and submit to Town Clerk Nicole Bradley by May 17th.

Town Council will vote on membership appointments at their June 5, 2023 meeting.

6. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, May 8, 2023 at 5:30 p.m. in the Town Hall Board Room.

7. Adjourn

Member Josh Drake made a motion, seconded by Member Kevin Covell to adjourn the meeting at 6:33 p.m. The motion carried unanimously by a vote of 6-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk