

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

February 13, 2023

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

Others present: Nicole Bradley, HR Director/Town Clerk
Mia Overton, The Franklin Press
Dan Finnerty, Macon County News
Eric Haggart, Appalachian Trail Community Council
Natasha Sebring, Appalachian Trail Community

1. **Call to Order- Chair Connie Grubermann**

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

2. **Approval of the January 9, 2023 Meeting Minutes**

Member Donnie Bishop made a motion, seconded by Member Kevin Covell to approve the minutes of the January 9,2023 meeting as presented. Motion carried unanimously by a vote of 5-0.

3. **Financial Reports- ending December 2022**

Town Manger Amie Owens presented the Financial Report for thru end of December 2022. She noted that December 2022 highest December on record, (\$11, 503.51).

Total expenses thus far \$99,072.70 leaving the balance of \$145,232.35 and \$155,040.32 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Kevin Covell made a motion, seconded by Member Donnie Bishop to approve the financial report ending December 2022. Motion carried unanimously by a vote of 7-0.

4. **New Business**

A. Vote on request:

1. Appalachian Trail Community Council submitted an application for consideration for funding on January 3, 2023. The request is for \$2,420 for the 2023 Franklin A.T Celebration. AT Community Council Member Eric Haggart and Natasha Sebring were present. Ms. Sebring presented information as to why the request had increased from the previous year. They (FATCC) have ordered more supplies (wrist bands/stickers), there are new events and print media and they have updated the website; funds will cover the website expenses for 3 years.

Member Donnie Bishop made a motion, seconded by Member Tim Crabtree to approve funding of \$2,420 as requested by the Appalachian Trail Community Council. Motion carried unanimously by a vote of 8-0.

5. **Items from the Board**

Town Manager Amie Owens presented the marketing report from Local IQ on advertising through January 25, 2023. Click through rates for the campaign have been high. The mobile app click through rates are also high. Five (5) new people have signed up for Discover Franklin notifications and YouTube ad view rates are up.

Member Josh Drake said that Carly Moser, Drake Enterprises Marketing, will help and reach out to Local IQ. There will be no charge to TDA for Carly's help with advertising.

Town Manager Amie Owens noted that at next month's meeting we will need to start working on the new 2023/2024 Budget.

Chair Connie Grubermann said it's lovely to see everyone, 100% attendance.

6. **Announcements**

A. The next regular scheduled TDA meeting will be held on Monday, March 13, 2023 at 5:30 p.m. in the Town Hall Board Room.

7. **Adjourn**

Member Tim Crabtree made a motion, seconded by Member Josh Drake to adjourn the meeting at 5:46 p.m. The motion carried unanimously by a vote of 8-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk