

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

NOVEMBER 13, 2023

Present: Chair Connie Grubermann, Members Kevin Covell, Hannah Edwards, Guy Gooder, Rob Reale, Tim Crabtree, Amie Owens and Josh Drake (arrived at 5:34).

Others present: Nicole Bradley, HR Director/Town Clerk
Mia Overton, The Franklin Press
Marty Greeble
Theresa Ramsey

1. Call to Order- Chair Connie Grubermann

The meeting was called to order at 5:31 p.m.

2. FY 2022/2023 Audit Presentation

The audit report was given by Lutchia Johnson, Auditor with Martin Starnes, LLC. The TDA Audit was an unmodified opinion, there were no findings and it has been submitted to Local Government Commission (LGC). There was an increase in revenues and an increase of expenditures, due to an increase in marketing efforts. The TDA's overall position remains strong.

3. Approval of the September 11, 2023 Meeting Minutes

Member Rob Reale made a motion, seconded by Member Kevin Covell to approve the minutes of the September 11, 2023 meeting as presented. Motion carried unanimously by a vote of 8-0.

4. Financial Reports- ending September 2023

Town Manager Amie Owens presented the Financial Report thru the end of September 2023. She noted that the month of August 2023 was slightly lower, but still above average, (\$13,498.54). The month of September 2023 was the second highest September on record (\$15,579.41).

Total expenses thus far \$92,165.26 leaving the balance of \$172,834.74 and \$160,735.27 remains in TDA Fund Balance. The reports are incorporated into these minutes as Exhibit A.

Member Josh Drake made a motion, seconded by Member Tim Crabtree to approve the financial report ending September 2023. Motion carried unanimously by a vote of 8-0.

5. New Business

A.) Quarterly Marketing Update

Town Manager Amie Owens discussed the Local IQ report that Carly Moser from Drake Enterprises sent in. The click-thru-rates for Discover Franklin were above the average and 63% of clicks came from mobile devices. The target area has now reached the Raleigh

market. The YouTube view rate was at 63.15%. The social media messages are getting out there and the cross-marketing optimization has been successful.

B.) Project Report – 17th Annual Franklin Area Folk Festival

The 17th Annual Franklin Area Folk Festival was held on August 19, 2023. Theresa Ramsey and Marty Greeble updated the TDA on the well-attended event that promoted the heritage of Macon County. The Folk Heritage Association of Macon County has decided to change directions with their annual event. They will be doing smaller events and plan to expand the educational programs. These programs will be hands-on with local school aged children.

C.) New Applications for consideration:

- 1.) Request for TDA support for Franklin Folk Heritage Association of Macon County (FHAMC). The requested amount is \$10,000.

Theresa Ramsey and Marty Greeble presented the application for funding. The request is for \$10,000 for funding of sculpture installation/landscaping plan for public art site. The Women's History Trail is a project of the Franklin Folk Heritage Association. The Sowing the Seeds of the Future sculpture was a donation to the Town. The sculpture site is located in East Franklin near the bridge. Richard Clark will do the site development and landscaping. The ladies stated that this project will enhance cultural tourism in Franklin. This item will be voted on at the December 11, 2023 meeting.

- 2.) Request for TDA support from Crabtree Family Entertainment. The requested amount is \$3,800.

Tim Crabtree presented the application for funding. The request is for \$3,800. This is the 10th year for the New Years Eve Ruby drop. This year there will be live entertainment, 2 ruby drops (9pm and 12am), Carolina Horse & Carriage rides, Tiny Camper Photobooth, and possibly a food truck. There will be more fees with this year's event. This item will be voted on at the December 11, 2023 meeting.

6. Items from the Board

Discussion was had on either or not to hold a meeting in December. Chairperson Grubermann will be out of town, but can join via phone.

Discussion was had on working on new By-laws. Town Manager Owens has reached out to other TDA boards for copies of their by-laws. She is waiting on one last set.

Chairperson Connie Grubermann would like to see projects done to enhance the Town.

Member Hannah Edwards inquired about roundabout beautification. Manager Amie Owens stated the NCDOT owns those and the Town would have to work with the NCDOT.

Member Josh Drake asked if there was any information from Graham/Jackson County TDA's on how much they have in their budget to spend on projects. Manager Owens said she would check with those boards and report back.

7. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, December 11, 2023 at 5:30 p.m. in the Town Hall Board Room.

8. **Adjourn**

Member Josh Drake made a motion, seconded by Member Tim Crabtree to adjourn the meeting at 6:21 p.m. The motion carried unanimously by a vote of 8-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk