

Town of Franklin Tourism Development Authority Meeting

January 12, 2015

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Connie Grubermann, Cheryl Pullium, Vickie Springer and Justin Setser (designated by Summer Woodard.)

Absent: Leland Rykse

Chair Candy Presley called the meeting to order at 5:30 p.m.

Motion was made by Connie Grubermann, seconded by Cheryl Pullium to excuse Leland Rykse. Motion carried. Vote: 6 to 0.

Approval of Minutes

The December 8, 2014 meeting minutes were reviewed.

Motion was made by Josh Drake, seconded by Connie Grubermann to approve the December 8, 2014 meeting minutes. Motion carried. Vote: 6 to 0.

Financial Report

Justin Setser presented the financial report.

Motion was made by Cheryl Pullium, seconded by Connie Grubermann to accept the financial report as presented. Motion carried. Vote: 6 to 0.

Sub-Committee Reports

Finance/Budget Chair

Connie Grubermann: No report

Policy and Rules of Procedure Chair

Vickie Springer: No report

Application Review Chair

Summer Woodard: No report

New Business

Update from Premiere Marketing

Justin Setser gave a brief update from Premiere Marketing. In your handout please note that there are five (5) options for the design of the electronic billboard campaign. Options four (4) and five (5) are the designs that the board used last year. The four dates for the electronic billboards are listed above. March 16 through April 5, 2015, April 13 through May 10, 2015, May 11 through June 7, 2015 and June 8 through July 5, 2015. Also, the ads for Pandora and the Charlotte

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Chamber will be resized to fit their size specifications based on the choice you make for the Atlanta Billboard.

Chair Candy Presley- Options four (4) and five (5) are the same from last year?

Justin Setser- Yes. All the contracts have been signed. Premiere just needs design approval.

Connie Grubermann- I like option three (3).

Vickie Springer- I like option three (3) too.

Matt Bateman- I know we have done options four (4) and five (5) but I believe it gives a good depiction of where Franklin, NC is located.

Josh Drake- I agree with that.

Chair Candy Presley- Do we want to keep options four (4) and five (5) and just rotate them?

Vickie Springer- I do not care. I like options two (2) through five (5). Option one (1) could be anywhere.

Chair Candy Presley- I believe we should allow Premiere Marketing to choose since they are the marketing professionals.

Justin Setser- Do you want me to tell Premiere Marketing to choose between option two (2) through option (5) and rotate them?

Josh Drake- I like the new ones. However, people saw options four (4) and five (5) last year and they have a map. I like options two (2) and three (3) but they are not consistent and they do not have a map.

Motion was made by Matt Bateman, seconded by Josh Drake to use option four (4) and five (5) alternating for the design work for the electronic billboards, Pandora and Charlotte Chamber. Motion carried. Vote: 6 to 0.

Items from the Board

Matt Bateman- I have a couple things. Since I was not here last month it seems as though I was the topic of discussion. I agree that we need something set in stone that we can all be held accountable for. A few things I would like to remind the board on. This is a volunteer position. We have seats on this board that are not filled. I did notify ahead of time like we have always done. I would like to see us worrying more about filling board seats other than scrutinizing over an absence. I felt it was a little over the top. Is the board currently comprised of $\frac{3}{4}$ people who actively promote tourism? Who here actively promotes tourism?

Connie Grubermann- I do.

Chair Candy Presley- I do.

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Josh Drake- I do. Drake Enterprises.

Matt Bateman- I thought you were on the board representing Mulligans?

Josh Drake- I do not know what I am on the board for. I represent all my businesses. I promote Franklin, North Carolina in all my businesses.

Matt Bateman- I was just going through the Rules of Procedure. There was a question about my employment. I am a full time employee of Franklin Fitness Center. However, the last time I checked I am still the owner of Stay and Play in the Smokes. I actively promote tourism through my business.

Cheryl Pullium- All I did was ask. I was not questioning your employment.

Matt Bateman- That is how I took it.

Cheryl Pullium- I am sorry you took it that way. I ask you the last meeting you attended the same question regarding your employment.

Chair Candy Presley- I think as a board we all serve as volunteers. However, we need Rules and Procedures. I have been here longer than anyone. The rules keep changing. Everyone needs to remember that Town Attorney John Henning Jr is paid when he attends our meetings. I do not believe it is necessary for him to attend all our meetings. I think it would be beneficial for him to attend the next meeting to clarify a few things. However, Summer did state in last month's meeting that attendance expectations are listed in the By-Laws which we all have a copy of.

Matt Bateman- I have read the By-Laws. In the By-Laws it says that a board member can miss three (3) absences and the board can only consider recommendation of removal to the Town Board. It does say the board must.

Josh Drake- Let me give you an example. If I get my meeting summary ahead of time and I decide there is nothing I really want to vote on today. Or all the board is doing is listening to people present. I am going to skip that meeting and I will just go to the next meeting where I get to vote on it. I am not saying anyone would do that. However, if we do not have Rules of Procedure this can happen. I was not trying to pick on you Matt.

Matt Bateman- I was not the only one who was not here.

Connie Grubermann- I was not here.

Josh Drake- I moved to excuse Connie because her husband is very sick.

Matt Bateman- I understand that. However, asking for my attendance record is overboard.

Chair Candy Presley- We are all here to help promote tourism. This board does not benefit any of us. There are no hidden agendas here. We all have a right to our own opinions and should feel free to express them without someone getting mad and it becoming a conflict every time we speak.

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People should not feel like they can't speak because someone is going to jump on them and blow it out of text. Everyone is scared to death on this board because everything gets blown out of context and becomes a fight.

Matt Bateman- Why do you do it?

Chair Candy Presley- This is my job and I want to see tourism flourish here.

Josh Drake- All I am saying there is a rule for attendance for a reason. If we vote to excuse every absence then there is no reason to have that rule.

Matt Bateman- I agree we need a rule in place and a clear one.

Justin Setser- Do you have By-laws?

Vickie Springer- Yes.

Chair Candy Presley- It was not a personal attack against you Matt. There was just a question about who you were representing and if you would be able to attend our meetings. Attendance is important.

Vickie Springer- I agree with Matt that we are a volunteer group. I am about to finish my first term. I am not afraid to come to meetings. I am going to vote the way I feel like I should vote.

Matt Bateman- If you're scared to vote you should not be on the board.

Chair Candy Presley- Matt can you attend all our meetings?

Matt Bateman- Yes. My intention is to attend every meeting we have. On another note our TDA website minutes are outdated. Town notices are outdated. There is only one (1) notice for a vacancy. Does Summer Woodard have a board seat on this board?

Chair Candy Presley- Yes, she is a voting member.

Macon County News Reporter Britney Parker- I assumed she was not since you did not vote to excuse her.

Josh Drake- Justin Setser is here in her place.

Vickie Springer- You did not vote in her place.

Justin Setser- I did not vote.

Macon County News Reporter Britney Parker- It has to be one way or another. You did not excuse her and Justin did not vote in her place. The By-Laws state that her position is filled by the Town Manager or her designee.

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Chair Candy Presley- This has never been an issue. I see now that this too is going to become an issue.

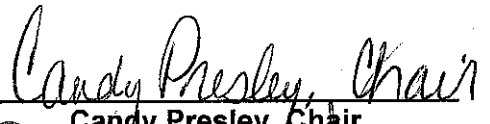
Cheryl Pullium- I do have something for the board. As you know Jamison Jewelers is now closed. This is the position I represent on the board. I will be working there until the end of the month. It is possible the store will re-open and I will continue to work there.

Announcements

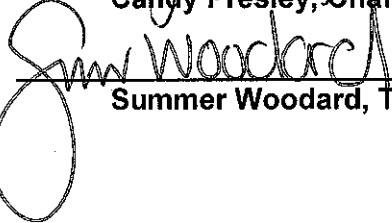
The next regularly scheduled Tourism Development Authority meeting will be Monday, February 9, 2015 at 5:30 p.m. in the Town Hall Board room.

Adjourn

At 6:15 p.m. motion was made by Josh Drake, seconded by Matt Bateman to adjourn. Motion carried. Vote: 6 to 0.



Candy Presley, Chair



Summer Woodard, Town Staff