

Town of Franklin Tourism Development Authority Meeting

July 13, 2015

Present: Chair Candy Presley, Cheryl Pullium, Vickie Springer, Connie Grubermann and Summer Woodard.

Members absent were Josh Drake.

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

Approval of the June 8, 2015 Board minutes

Motion was made by Grubermann, seconded by Pullium to approve the June 8, 2015 meeting minutes as presented. Motion carried. Vote: 5 to 0.

Town Manager Summer Woodard presented the financial report.

Motion was made by Grubermann, seconded by Pullium to accept the financial report. Motion carried. Vote: 5 to 0. A copy of the report is attached.

Sub-Committee Reports

Finance/Budget Chair Report – No report

Policy and Rules of Procedure – No report

Application Review Chair Report – No report

New Business: Update from Premiere Marketing

Rob Ricotta and D' Anne Maddox provided an update about recent marketing techniques. A copy of their report is attached. They advised the board to decrease Google Ad Words by \$228.00, and increase Pandora Radio by \$228.00. They also advised the board to approve artwork for Trip Advisor, Pandora, Charlotte Chamber of Commerce, and A.C.T. Media.

Motion was made by Pullium, seconded by Grubermann to decrease the Google Ad Words budget by \$228.00, and increase the Pandora Radio budget by \$228.00. Motion carried. Vote: 5 to 0.

Motion was made by Woodard, seconded by Grubermann to approve Escape to the Mountains artwork. Motion carried. Vote: 5 to 0.

July 13, 2015 meeting continued,

New Business: Funding request for River Fest for \$1,500.00

Rachel Hoskins – Franklin Daybreak Rotary – The Rotary Club of Franklin Daybreak will host RiverFest, which will include a 5k Run, Anything That Floats Regatta, and a Ducky Derby. Events will take place along the Greenway in Franklin. We will market in local and regional newspapers and radio stations, billboards, posters and through social media. This event promotes tourism in Macon County because it will draw tourists into the community, and benefit the local economy. The funds we raise will support non-profits in Macon County.

New Business: Funding Request for Smoky Mtn Performing Arts Center for \$15,000.00

Scotty Corbin – Director of Smoky Mountain Center for the Performing Arts – We are requesting \$15,000.00 again to help us with marketing. The center brings in a lot of tourists to the area. We appreciate your help. A majority of our ticket sales come from out of state. We have attached a map of the ticket sales for you to review, which illustrates where people are coming from.

New Business: Re-Appointment of Connie Grubermann to the Tourism Development Authority Board

Motion was made by Woodard, seconded by Pullium to recommend the re-appointment of Connie Grubermann to the Tourism Development Authority Board for a three (3) year term beginning August 3, 2015 to August 3, 2018. Motion carried. Vote: 5 to 0.

New Business: Re-Appointment of Vickie Springer to the Tourism Development Authority Board

Motion was made by Woodard, seconded by Pullium to recommend the re-appointment of Vickie Springer to the Tourism Development Authority Board for a two (2) year term beginning August 3, 2015 to August 3, 2018. Motion carried. Vote: 5 to 0.

New Business: Site Dart Invoices for 2015-2016

Summer Woodard – Town Manager – We received from Site Dart Hosting the annual invoices for hosting the Tourism Development Authority website. The total amount due is for \$155.40.

Motion was made by Pullium, seconded by Grubermann to approve the annual invoices of \$155.40 for Site Dart Hosting. Motion carried. Vote: 5 to 0.

July 13, 2015 meeting minutes,

New Business: Blog Writer

Summer Woodard – Town Manager – Premiere Marketing has suggested that we utilize a blog on our website. Mrs. Brittney Raby emailed me earlier this month and she would like to volunteer her services as the blog writer.

Connie Grubermann – Is this voluntary or will Mrs. Raby charge?

Summer Woodard – It is my understanding that Mrs. Raby will do this for free.

Vickie Springer – Will Mrs. Raby be the only one allowed to do this, or can other individuals volunteer?

Summer Woodard – Anyone is welcome to volunteer to write the blog.

Candy Pressley – I think this will be a great idea.

Motion was made by Pullium, seconded by Grubermann to allow Mrs. Brittney Raby to volunteer to write the Tourism Development Authority blog, pending the final approval of each blog by Chairperson Candy Pressley. Motion carried. Vote: 5 to 0.

New Business: Budget Reserve

Summer Woodard – Town Manager – The Tourism Development Authority budget is set for \$100,000. Premiere Marketing has suggested a budget of \$113,400.00. The board will need to formally request a budget amendment to the Town Board for an additional \$13,400.00 out of the Tourism Development Authority reserve.

Motion was made by Pullium, seconded by Grubermann to request to the Franklin Town Board of Aldermen an additional \$13,400.00 out of the Tourism Development Authority reserve funds. Motion carried. Vote: 5 to 0.

Items from the Board

None

July 13, 2015 meeting minutes continued,

Old Business: Funding Request for 80s Flash Back 8K

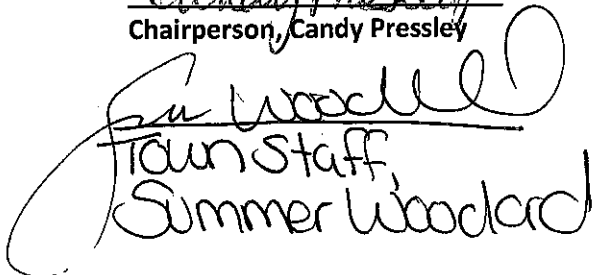
Dave Linn – Bringing it to Life! Productions – So I told you last month that I would bring back a correct budget. I have done so. We will be hosting the annual 8k fundraiser for Greenville Shriners Hospital. Over ten families of the Franklin area receives treatments from the hospital. Hopefully this event will aid them in their mission. Our marketing efforts have been compromised mostly of social media. Runner and walker registration is available at active.com, raceentry.com and posted at various events and athletic stores throughout the Southeast. Early registrations has so far exceeded the 2014 8K, and we have 20 racers from California, Georgia, Virginia, Tennessee, and Texas. Over 75 percent of 2014 runners were visiting Macon County for the first time.

Motion was made by Woodard, seconded by Grubermann to grant \$625.00 to the 80s Flash Back 8K. Motion carried. Vote: 5 to 0.

Adjourn

Motion was made by Pullium, seconded by Grubermann to adjoin the meeting at approximately 6:25 p.m. Motion carried. Vote: 5 to 0.


Chairperson, Candy Pressley


Town Staff,
Summer Woodard