

Town of Franklin Tourism Development Authority Meeting

June 14, 2021 – 5:30 p.m.

Present: Chair Connie Grubermann, members Tim Crabtree, Josh Drake, Matt Holland, and Town designee Travis Tallent were present.

Donnie Bishop, Cheryl Pullium, and Candy Presley were absent.

Approval of May 10, 2021 meeting minutes

Motion was made by Crabtree, seconded by Holland to approve the May 10, 2021 meeting minutes as presented. Motion carried. Vote: 5 to 0.

Financial Reports for June 14, 2021

Tallent presented the financial report for June 14, 2021.

Motion was made by Drake, seconded by Crabtree to accept the financial report as presented. Motion carried. Vote: 5 to 0. Report is attached.

Sub Committee Reports

- A.) Finance/Budget Chair Report – None
- B.) Policy and Rules of Procedure Chair Report – None
- C.) Application Review Chair Report – Presented.

New Business: 2021-2022 TDA Budget Presentation

Beth Payseur and D'Anne Maddox presented this item on behalf of Drake Enterprises. Maddox said that they would be partnering with Local IQ to carry out the marketing plan for the Tourism Development Authority. She said by working with one company to funnel the work through would make the process more manageable.

The proposal is attached.

New Business: Funding Request for the National Trail of Tears Conference

Bob McCollum presented a request for \$2,000. He said that during this event a marketing firm will be promoting the Nikwasi Mound and event. He said the hope of this event is to raise awareness of the area and its relation to the Trail of Tears.

New Business: Funding Request for Walking with Bartram Project

George Young Christine Tranchina presented a request for \$5,000. This project is a series (12) of videos on YouTube that highlight the Bartram Trail and the ecology of the trail in Franklin and other surrounding areas.

Crabtree asked if Tranchina had made a request to the TDC.

She said she had.

Tallent asked the amount that was requested.

She said they had requested \$3,000 from the TDC and hoped that the TDA would at least consider \$3,000.

Old Business: Funding Request for the Blue Ridge Bartram Trail Conservancy for \$1,500

Motion was made by Crabtree, seconded by Tallent to approve the \$1,500 funding request for the Bartram Ridge Trail Conservancy map updates. Motion carried. Vote: 5 to 0.

Old Business: Funding Request for the 16th Annual Franklin Area Folk Festival for \$2,000

Motion was made by Tallent, seconded by Crabtree to approve the \$2,000 funding request for the 16th Annual Franklin Area Folk Festival. Motion carried. Vote: 5 to 0.

Discussion

Drake said that he thought since the new requests would fall into the new fiscal year, it would be beneficial to the TDA to go ahead and vote on the events tonight if they felt comfortable since there are funds available.

Tallent said according to the bylaws there was no reason that they could not do that.

Drake said that he also thought the TDA would be better off by requesting the remaining monies from TDA to be added back into the 21-22 budget instead of letting it roll into the fund balance.

Motion was made by Drake, seconded by Crabtree to consider the new grant requests as presented. Motion carried. Vote: 5 to 0.

New Business: Funding Request for the National Trail of Tears Conference

Motion was made by Drake, seconded by Crabtree to approve the \$2,000 funding request for the National Trail of Tears Conference. Motion carried. Vote: 5 to 0.

New Business: Funding Request for Walking with Bartram Project

Motion was made by Tallent, seconded by Holland to approve \$3,000 for the Walking with Bartram Project. Motion carried. Vote: 5 to 0.

Discussion

Chair Grubermann said that she and Tallent would put together the budget for the July meeting.

Tallent said that the Town Council had officially voted to approve \$140,000 for the TDA in the 21-22 Fiscal Year.

Drake said he would suggest moving forward with the \$109,200 marketing plan and then try to get at least \$20,000 that would roll over to use in addition for festivals and events.

Crabtree said the TDA would need to make a request for that additional money from the Town Council.

Drake said he thinks the additional money should be spent now since people have been couped up during the pandemic. He said that despite the pandemic, net collections were higher than they were just 5 years ago. He said that the trend is moving higher.

Tallent said the Town Council meeting would happen before the next TDA meeting so that request could be made then.

Motion was made by Drake, seconded by Holland to request the remaining \$25,000 that would roll to the TDA fund balance to be added back into the 21-22 TDA operating budget. Motion carried. Vote: 5 to 0.

Adjournment

Motion was made by Crabtree, seconded by Drake to adjourn the meeting at 6:30 p.m. Motion carried. Vote: 5 to 0.

Connie Grubermann, Chairperson

Travis Tallent, Town Clerk