

TOWN OF FRANKLIN TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

April 11, 2022

Present: Chair Connie Grubermann, Members Tim Crabtree, Josh Drake, Cheryl Pullium, and Amie Owens

Absent: Members Donnie Bishop, Matt Holland, Candy Presley

Others present: Mia Overton, The Franklin Press

1. Call to Order – Chair Connie Grubermann

The meeting was called to order at 5:32 p.m.

2. Approval of the February 21, 2022 Meeting Minutes

Member Cheryl Pullium made a motion, seconded by Member Tim Crabtree to approve the minutes of the February 21, 2022 meeting as presented. Motion carried unanimously by a vote of 5-0.

3. Financial Reports through February 28, 2022

Town Manager Amie Owens presented the financial report through February 28, 2022. The report is incorporated into these minutes as Exhibit A upon filing.

Member Josh Drake made a motion, seconded by Member Tim Crabtree to approve the financial reports through February 28, 2022, as presented. Motion carried unanimously by a vote of 5-0.

Discussion was held related to the upcoming budget and some suggestions made by Beth Payseur. It was noted that she is working with the TDA individually as there have been some organizational changes. Some of the items she mentioned was potential updating the website; utilizing local photographers and Backlot Cinemas for some video production. Member Josh Drake added that it would be easy to get quotes for services.

4. Subcommittee Reports

- A. Finance/Budget Chair Report – None
- B. Policy and Rules of Procedure Chair – None
- C. Application Review Chair Report – Amie Owens, Town Manager
 - 1. Streets of Franklin Heritage Association - Hometown Heritage Festival

5. New Business

Consideration of three (3) Applications for funding

A. Franklin Appalachian Trail Community Council

Natasha Sebring, presented the Franklin Appalachian Trail Community Council (FATCC) application at the February 21, 2022 meeting and explained to those present that the request was for \$830 for

support of various advertising needs including via social media, the update of the signature board for those hiking the AT and passing through Franklin and a banner to cross Main Street highlighting the various spring event for hikers.

Member Tim Crabtree made a motion, seconded by Member Josh Drake to approve the request for \$830.00 for the Franklin Appalachian Trail Community Council. The motion carried unanimously with a vote of 5-0.

B. Macon County Transit

Ms. Owens noted that the Macon County Transit request was directly related to the AT and the route for bringing hikers into town and back out to the AT. This is a request that has been approved for several years. The amount requested is \$4,870.

Discussion was held and it was felt that while this is a worthwhile endeavor, the transit bus itself does not directly relate to advertising or a true tourism-related activity; however, the membership was willing to provide funds for the banner over Main Street and the Thru-Hiker sign in board.

Member Josh Drake made a motion, seconded by Member Cheryl Pullium to approve a \$2,000 contribution to Macon County Transit. The motion carried unanimously by a vote of 5-0.

C. Taste of Scotland

Taste of Scotland submitted an application for consideration. There was no budget included with the submission in February and the group agreed that until a budget was received, the application would not be considered. Budget information was provided in March and presented to the group.

Discussion was held and it was determined that funding would be provided under the condition that numbers are reported back to the TDA related to the attendance and any occupancy information to see if the event grows as was predicted.

Member Cheryl Pullium made a motion, seconded by Member Josh Drake to approve the requested \$2,000 contribution for the Taste of Scotland. The motion carried unanimously by a vote of 5-0.

D. Streets of Franklin Heritage Association – Hometown Heritage Festival

A request was received from the Streets of Franklin Heritage Association (SFHA) for consideration for funding for the Hometown Heritage Festival in July 2022. This is the first application that has been filed by the group since the passing of Gwen Taylor.

Discussion was held and Ms. Owens was tasked with looking at the previous SFHA submissions and any data that could be found from the 2019 festival which was the last one held prior to the pandemic.

The application will be reviewed for consideration at the May meeting and information shared as it is known.

6. Items from the Board

There were no items for discussion.

7. Announcements

- A. The next regularly scheduled TDA meeting will be on Monday, March 14 at 5:30 p.m. in the Town Hall Boardroom.

8. Adjourn

Member Cheryl Pullium made a motion, seconded by Member Josh Drake to adjourn the meeting at 5:54 p.m. Motion carried unanimously by a vote of 5-0.

Connie Grubermann, Chairperson

Amie Owens, Town Manager/acting Town Clerk

Month	FY 2010-2011	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017	FY 2017-2018	FY 2018-2019	FY 2019-2020	FY2020-2021	FY 2021-2022	Comments
July	\$14,609.25	\$13,523.75	\$12,199.87	\$12,074.19	\$12,933.83	\$14,781.99	\$16,490.96	\$16,483.17	\$15,894.85	\$17,886.04	\$10,041.66	\$19,844.89	*highest on record
August	\$10,802.81	\$9,436.83	\$10,574.60	\$10,142.03	\$11,288.22	\$10,743.41	\$12,801.13	\$15,268.63	\$12,353.78	\$14,413.61	\$12,113.26	\$14,807.56	*2nd highest on record
September	\$9,825.43	\$8,981.30	\$11,900.99	\$9,362.51	\$9,523.55	\$10,624.11	\$11,754.89	\$14,815.74	\$14,636.43	\$12,866.27	\$11,026.88	\$15,164.14	*highest on record
October	\$13,997.93	\$13,580.58	\$13,809.73	\$13,204.00	\$13,826.66	\$15,955.17	\$19,377.43	\$18,874.81	\$18,173.60	\$19,422.94	\$16,212.69	\$18,302.14	*above average
November	\$5,868.77	\$5,767.06	\$6,100.84	\$6,611.03	\$6,311.47	\$7,439.21	\$8,790.32	\$9,873.21	\$13,471.11	\$10,692.08	\$9,202.11	\$14,285.57	*highest on record
December	\$4,501.02	\$4,718.42	\$4,746.80	\$5,173.04	\$5,500.33	\$6,574.55	\$6,879.39	\$8,375.77	\$7,878.56	\$7,013.79	\$6,079.70	\$11,423.43	*highest on record
January	\$4,267.06	\$3,884.80	\$3,742.12	\$4,299.16	\$4,398.08	\$5,152.86	\$6,243.12	\$5,137.19	\$3,999.90	\$6,966.05	\$6,514.55	\$8,193.43	*highest on record
February	\$4,902.24	\$4,085.65	\$4,746.80	\$4,471.66	\$4,919.27	\$5,152.04	\$4,546.77	\$5,404.38	\$6,630.27	\$6,479.11	\$6,328.60	\$8,862.11	*highest on record
March	\$5,824.17	\$5,424.68	\$7,111.54	\$7,875.74	\$6,695.48	\$7,336.92	\$7,233.81	\$8,649.55	\$10,302.99	\$4,085.98	\$9,189.78		
April	\$7,615.57	\$6,997.08	\$7,814.07	\$7,796.15	\$9,098.44	\$10,186.71	\$11,146.26	\$11,234.35	\$10,830.29	\$707.20	\$14,346.44		
May	\$9,638.25	\$9,306.44	\$10,079.92	\$9,554.36	\$11,368.53	\$11,844.69	\$12,413.42	\$12,024.60	\$14,666.32	\$4,265.21	\$16,649.89		
June	\$9,781.24	\$9,738.55	\$9,166.06	\$9,084.51	\$11,097.29	\$11,603.51	\$12,131.45	\$12,313.74	\$14,915.56	\$11,137.06	\$16,794.03		
Totals:	\$101,633.74	\$95,445.14	\$101,993.34	\$99,648.38	\$106,961.15	\$117,395.17	\$129,808.95	\$138,455.14	\$143,753.66	\$115,935.34	\$134,499.59	\$110,883.27	