



# Town of Franklin

## **Town of Franklin Tourism Development Authority Meeting** **February 13, 2012 - Town Hall**

Present: Candy Presley, Beverly Mason, Ron Winecoff, Ron Haven, Karen Bacon, Summer Woodard (designated by Sam Greenwood), Deb Heatherly, Matt Bateman, Ellen Jenkins and Mike Grubermann.

Absent: None

Guests: Sylvia Cochran, Tony Angel, Jon Menick, Anita Vines, Maria Popaco.

Candy Presley called the meeting to order at 5:30 pm.

### **Approval of Minutes**

The January 9, 2012 minutes were reviewed. Beverly Mason made a motion to approve the January minutes as written. Deb Heatherly seconded the motion. The motion was passed unanimously.

### **Financial Report**

Mike Grubermann reported that the financial reports were distributed earlier in the month and that the figures still show a slightly less of a decline in receipts as compared to 2011 but are ahead of the receipts from 2010. The new "Vendor Report Detail" report showing the categorized expenditures by month and approved project will substitute for the running list of expenditures and income that has been previously distributed. This new form will be updated every month.

### **Sub-Committee Reports**

Finance/Budget Committee – Mike Grubermann, Other than the reports mentioned above there was nothing further to report.

Policy & Procedures – Sam Greenwood, Chair – No report.

Funding Evaluation Committee – Deb Heatherly, Chair – No report.

### **Unfinished Business** –

- A. Board member terms. There was a Discussion of upcoming reappointments and/or vacancies. Ron Haven whose term expires in April indicated that he would like to continue on the TDA Board. Deb Heatherly motioned to recommend reappointment of Ron Haven to the TDA Board. Ellen Jenkins seconded the motion. The motion passed unanimously. Other potential vacancies this year were discussed. Need to fill at least one occupancy provider position. Several names were submitted and Mike Grubermann will contact them to see if they would be interested in serving.

### **New Business**

- A. Funding request for Ruby Ride and Run. Pam Forshee from the Daybreak Rotary presented her request for as many billboards as possible for the event being held May 12, 2012. No other funding was requested. Ron Haven motioned to approve the request for up to 3 billboards. Deb Heatherly seconded the motion. The motion passed unanimously.
- B. Comcast Advertisement. Tony Angel presented information on a new advertising program in a greater area of coverage in and around Atlanta. The request was discussed. Tony will provide additional information and the program will be discussed further at the next meeting.

- C. Ugo App Demonstration. Jon Menick discussed the apps progress. He indicated that they have done 12 films plus the entire Quilt Trail and is adding more. He is asking the TDA and TDC and the Chamber to cross-promote the App. He has done all the heritage filming and needs to add businesses. Each of the films is designed to spark an interest in further exploration. He showed 3 3-minute films 2 of Nikwasi Mound and 1 of Rankin Square. The App is multi-dimensional. It has stories, maps, GPS positioning, and site information including website and phone info. He needs partners to promote. He wants to do a movie demo of all the Apps in April/May he is looking for help to spread the word. There was a discussion on the lack of a complete business directory. Jon indicated that Franklin businesses have not responded with ad purchases. He needs interest from the business community to flesh out the listings. Mike Grubermann commented that the businesses had been asked to purchase ad space without anything to show them. It was like the chicken/egg routine. Matt Bateman commented that his marketing staff let him down. Candy Presley commented that she was disappointed that her hotel was promised advertising for the rooms that were comped. Jon indicated that he will work out a marketing offer to hopefully add more to the listings. Beverly Mason Motioned that Matt Bateman be appointed to check with Ugo each three months to check on progress. Ellen Jenknis seconded. The Motion passed unanimously.
- D. Update on the 2012 Motorcycle Rally. Sylvia Cochran stated the event was getting good attention at the shows so far. There appears to be much interest in coming to Franklin. They have asked for a meeting with the business community and other interested parties on February 23<sup>rd</sup> at 5:30 p.m. to discuss their plans and inform the businesses. This will also give those attending a change to express their concerns. She also stated that they were advertising in other group magazines to stir interest. They had checked with the Performing Arts Center and Charley Daniels is being booked for that Friday.

#### **Items from the floor**

No items from the floor.

#### **Announcements**

No other announcements at this time.

#### **Next Meeting**

The next meeting will be March 12, 2012 at 5:30 p.m. in the boardroom at the Town Hall.

There being no further business, Ron Winecoff motioned to adjourn and it was seconded by Ron Haven. The meeting adjourned at 7:22 p.m.

Prior to the adjournment of the meeting Ronnie Smith seated himself at the table where the TDA was meeting and stared at Candy Presley. Once the TDA meeting was completed and adjourned Candy asked him if there was something that he wanted to say. He stated that he wanted his application reconsidered. Candy stated that there was a vote denying the application and asked him if there was something that he wanted to say that was in addition to what he submitted in his application. He would not answer that question and stated that he was made promises and the TDA lied to him, Candy Asked how the TDA lied or who lied to him, he continued to make the same statements and would not respond to Candy's questions. When it was obvious to all that his inflammatory, unsubstantiated statements were getting nowhere, his friend Karen Flowers suggested they leave "as they were getting nowhere with these morons", they then left with their entourage from the Blue Ridge Riders Motorcycle Club.