



Town of Franklin

Town of Franklin Tourism Development Authority Meeting October 10, 2011 - Town Hall

Present: Candy Presley, Ron Haven, Sam Greenwood, Ron Winecoff, Ellen Jenkins, Deb Heatherly, Matt Bateman and Mike Grubermann.

Absent: Beverly Mason,

Guests: None

Candy Presley called the meeting to order at 5:40 pm.

Approval of Minutes

The September 12, 2011 minutes were reviewed. Sam Greenwood made a motion to accept the September minutes. Ellyn Jenkins seconded the motion. The motion was passed unanimously.

Financial Report

The financial report for September that was previously distributed was discussed. It was noted that we were down 13% from of August 2010's revenue.

Sub-Committee Reports

Finance/Budget Committee – Mike Grubermann, - No other report

Policy & Procedures – Sam Greenwood, Chair – Suggested a TDA Board retreat to bring the new members up to speed and to discuss current and future policies. After discussion it was decided to have the retreat on Sunday, November 6, 2011 at 12:00 noon at the Town Hall Boardroom and to cancel the regularly scheduled meeting on November 14th.

Funding Evaluation Committee – Deb Heatherly, Chair - No Report

Unfinished Business - None

New Business

- A. Consideration of Karen Bacon from Karen & Co. for recommendation to the TDA. She had expressed a willingness to serve was interested. Ellyn Jenkins made a motion to approve recommending Karen Bacon to fill the vacant slot on the TDA to the Town Board. Ron Haven seconded the motion. The motion passed unanimously.
- B. Griffon Advertising Opportunity- Mike Grubermann was approached by a representative of "The Griffon" about advertising in print and/or on line in this military based publication. The publication is distributed throughout reserve and National Guard units in the United States. After some discussion all members were asked to look at the website listed and to be prepared to discuss this advertising at the retreat.

Items from the floor

Matt Bateman reported on the Outdoorathlon held over the weekend. Matt indicated that they had asked on the entry form "how attendees heard about the event". That information is being compiled. Ron Haven

commented that he had talked to people there and at other events in town. He reported that a number of people had reported to him that they saw our ads on TV in Atlanta.

Ellyn Jenkins asked about having a major car show or a "Cruise-In" type event. Ron Haven indicated that he was discussing this with a promoter already and the idea looks good.

There was a discussion of the Comcast ads regarding the status. Mike Grubermann reported that the contract was to end at the end of October and was under budget. Comcast had offered to extend the contract for an additional two weeks to bring the total cost to the \$50,000 that was originally approved. There was some discussion about November being a generally slow month and that there may not be value to continuing the ads. Ron Haven made a motion to let the contract end at the end of the month. Sam Greenwood seconded. The motion passed unanimously.

Announcements

No announcements at this time.

Next Meeting

Board retreat: Sunday, November 6th at 12:00 noon in the boardroom at the Town Hall.
The meeting on November 14, 2011 is cancelled.

There being no further business, Candy Presley called for a motion to adjourn. Motion was made by Ron Haven and seconded by Ron Winecoff. The meeting adjourned at 6:30 p.m.