

Town of Franklin Tourism Development Authority Meeting

October 13, 2014

Present: Chair Candy Presley, Josh Drake, Cheryl Pullium, Leland Rykse, Vickie Springer and Justin Setser (designated by Summer Woodard.)

Absent: Matt Bateman and Mike Grubermann

Guest: Paul Garner, Connie Grubermann and Sissy Pattillo

Chair Candy Presley called the meeting to order at 5:35 p.m.

~~Motion was made by Vickie Springer, seconded by Cheryl Pullium to excuse Matt Bateman and Mike Grubermann. Motion carried. Vote: 6 to 0.~~

Approval of Minutes

The September 8, 2014 meeting minutes were reviewed.

Motion was made by Josh Drake, seconded by Cheryl Pullium to approve the September 8, 2014 meeting minutes. Motion carried. Vote: 6 to 0.

Financial Report

No Financial Report was available. Town Finance Officer Janet Anderson did not have report ready for the board.

Sub-Committee Reports

Finance/Budget Chair

Mike Grubermann: No report

Policy and Rules of Procedure Chair

Vickie Springer: No report

Application Review Chair

Summer Woodard: No report

Old Business

Board Action on Funding Request for Pumpkin Fest for \$1,500.00

Motion was made by Cheryl Pullium, seconded by Vickie Springer to approve the Franklin Main Street Program funding request for \$1,500.00 for Pumpkin Fest. Motion carried. Vote: 6 to 0.

October 13, 2014 meeting continued,

Board Action on Funding Request for the Scottish Tartans Museum

Motion was made by Vickie Springer, seconded by Leland Rykse to approve the Scottish Tartans Museum funding request for \$1,200.00 for advertisement in the Blue Ridge Highlander. Motion carried. Vote: 6 to 0.

New Business

Funding Request from the Smoky Mountain Center for the Performing Arts

Paul Garner with the Smoky Mountain Center for the Performing Arts gave a presentation requesting funds for marketing and out of Town billboards. The Smoky Mountain Center for the Performing Arts is proposing to bring multiple genres of high quality entertainment to the Town of Franklin. A large portion of marketing tools that Premiere Marketing uses can be tracked to see how patrons were guided to purchase tickets. We would like to focus on using the potential funds on more than just out of Town billboards. Not every concert is the same therefore not every marketing plan is the same. Being able to use the funds for very specific marketing tools and not being locked into just one outlet would be very beneficial to the theater. The Smoky Mountain Center for the Performing Arts is requesting \$15,000.00 to be used for various marketing tools to promote tourism in the Franklin area.

Chair Candy Presley- Thank you for presenting. The TDA board will vote on this request at their November 10, 2014 meeting.

Funding Request from the Franklin Main Street Program for Winter Wonderland

Sissy Pattillo with the Franklin Main Street Program gave a presentation requesting funds for Winter Wonderland. Winter Wonderland will be Saturday November 29 and Saturday December 6, 2014 from 5:00 p.m. until 8:00 p.m. On Saturday November 29, 2014 there will be wagon rides, characters from the movie Frozen, Santa Claus entertainment and the annual tree lighting ceremony. On Saturday December 6, 2014 there will be various entertainment groups, Santa Claus, characters for the movie Frozen, wagon rides, Roxy the miniature horse. The Franklin Main Street Program is requesting \$2,000.00 for Winter Wonderland 2014.

Chair Candy Presley- Thank you for presenting. The TDA board will vote on this request at their November 10, 2014 meeting.

Items from the Board

Connie Grubermann informed the board that she would like to replace her husband Mike Grubermann on the TDA board.

Candy Presley- We can place this request on the November 10, 2014 agenda for discussion.


Announcements

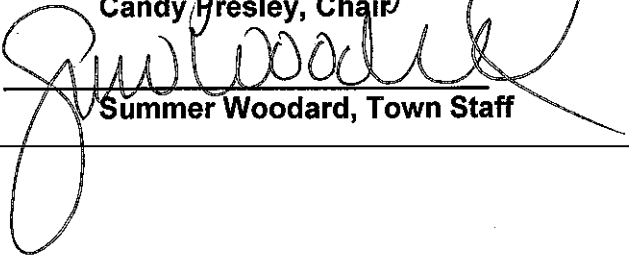
The next regularly scheduled Tourism Development Authority meeting will be Monday, November 10, 2014 at 5:30 p.m. in the Town Hall Board room.

October 13, 2014 meeting continued,

Adjourn

At 5:58 p.m. motion was made by Josh Drake, seconded by Vickie Springer to adjourn.
Motion carried. Vote: 6 to 0.



Candy Presley, Chair


Summer Woodard, Town Staff
