



Town of Franklin

Town of Franklin Tourism Development Authority Meeting **November 6, 2011 - Town Hall**

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

Absent: Ron Haven,

Guests: Karen Bacon, Sylvia Cochran

Candy Presley called the meeting to order at 12:28 pm.

Approval of Minutes

The October 10, 2011 minutes were reviewed. Ron Winecoff made a motion to accept the September minutes. Elynn Jenkins seconded the motion. The motion was passed unanimously.

Financial Report

A report indicating the funding approvals that were made since January 1, 2011 was discussed. The report was done for information only.

Sub-Committee Reports

Finance/Budget Committee – Mike Grubermann, - Copies of the state enabling statute (Session Law 2004-105) were distributed to the members. This was an informational document that allowed the Town of Franklin to levy a 3% Occupancy Tax. This law sets the limit on collections and provides direction on the use of the funds collected. The law also allows the establishment of a Tourism Development Authority (TDA) to manage the funds received and sets requirements for the membership of the authority.

A copy of the Resolution Authorizing the Establishment of a Room Occupancy and Tourism Development Tax for the Town of Franklin was distributed. This document was enacted by the Town Board on March 3, 2008. This resolution established the collection of the Room Occupancy Tax within the Town of Franklin in the amount of 3% and reiterated the establishment of the TDA and how its membership is to be derived matching the Session Law mentioned above. Both actions were required to levy the tax and appoint the TDA Board membership.

Policy & Procedures – Sam Greenwood, Chair – Provided a copy of the approved Rules of Procedure for the TDA and a copy of a letter from the Town Attorney detailing how the funds can be expended. He also discussed the direction and current status of the state's attitude of expanding or increasing the levies and the use of the funds. The state is adding restrictions rather than allowing expansion. He also suggested that the TDA determine a more restrictive means of evaluating expenditures and the results obtained. The TDA needs to see if they are reaching the target levels. Rules established

Funding Evaluation Committee – Deb Heatherly, Chair – She discussed the past history of funding requests and stated that the requesters need to be made to submit their requests 2 months or more to allow time for evaluation and consideration of the request. Billboard requests must be copy ready at the time of the request so that there is sufficient time to get the ads made and put on the boards in time for them to be effective in advertising the event. Sam Greenwood made a motion to reconstitute the Funding Evaluation Committee by adding Matt Bateman, Ron Winecoff and Elynn Jenkins to the committee with Deb Heatherly as Chair and have them provide recommendations on procedural changes for consideration by the TDA Board. Beverly Mason Seconded the motion. The motion was approved unanimously.

Unfinished Business - None

New Business

- A. Request for billboards from Linda Schlott for consideration to advertise "Shop Local" or "Shop Franklin First". Mike Grubermann related that her idea was that since the TDA has Tony Angel updating the Shop Franklin First website that billboards be used to extend the same message. Deb Heatherly motioned that three billboards be approved for that use since there are five and two are committed to the Winter Wonderland event. Beverly Mason seconded the motion. The Motion passed unanimously.
- B. Update on the 2012 Motorcycle Rally. Sylvia Cochran commented that the smokymountainrumble.com website will be up and running soon. It is being constructed now. There will be videos of riding in this area. She reported that they have secured booths for upcoming shows for US Rider News and the rally the first is January 26-28, 2012 at the North Atlanta Trade Center. They are setting up "swag bags" and are looking for items to include in the giveaway bags. The second is the International Motorcycle Show in Charlotte on February 24-26, 2012 and the Easy Rider show follows that. The booths are free to the rally as she traded advertising in the magazine for the space. The International show's booth cost would have been \$2500.00 if she had not worked out the deal. Candy advised that she would be attending these shows to work the booths. Sylvia will start the US Rider News ads for the rally in January and the ads will start in the Thunder Press in March. She is waiting on the cost for the ads in Full Throttle and should start in May. They are printing generic brochures for the early shows and will do complete brochures for the later shows as rally details such as the music are ironed out. There was discussion of general show information. She was asked what other Rallies they have done. She responded that they have done the Helen rally for 11 years and are doing the US Victory rally, The Rally in Gadson, and Panama City Beach. Sylvia will be here on the 7th to review the area and do more layout planning. Ron Winecoff motioned to reserve billboards for the Rally. Beverly Mason seconded the motion. The motion passed. The branding, logo, and website will be done by the next TDA meeting.
- C. Update on the UGOTOUR App. Anita Vines called and indicated that she was under the weather and could not be at the meeting but would schedule for the December meeting.
- D. Levy for Occupancy Tax for TDA. This item was covered in the Committee Reports earlier.
- E. Letter from the Town Attorney regarding expenditures of TDA. This item was covered in the Committee reports.
- F. By-Laws. This item, Rules of Procedure, was covered under Committee Reports.
- G. Goals and Advertising Opportunities for the remainder of year and 2012. The Funding and Evaluation Committee will review the agreement with Tony Angel and provide a recommendation at the December meeting along with providing information on revising the TDA forms and/or procedures.
- H. Discussion of Future Meeting times and meeting place. After some discussion there was a motion made by Beverly Mason to continue meeting on the second Monday of the month at 5:30 p.m. at the Town Hall and that the meeting be catered by various restaurants. Deb Heatherly seconded the motion. The motion passed unanimously.

Items from the floor

Matt Bateman reported that he had read an article in the Blue Ridge Outdoors magazine on "next Great Mountain Towns" and did not see anything on Franklin.

Announcements

No announcements at this time.

Next Meeting

December 12, 2011 at 5:30 p.m. in the boardroom at the Town Hall.

There being no further business, Candy Presley called for a motion to adjourn. Motion was made by Ron Winecoff and seconded by Ellyn Jenkins. The meeting adjourned at 3:15 p.m.