

Town of Franklin Tourism Development Authority Meeting

April 13, 2015

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Connie Grubermann, Cheryl Pullium, Leland Rykse, Vickie Springer and Summer Woodard.

The meeting was called to order at 5:30 p.m.

New Business: Presentation from Premiere Marketing

D'Anne Maddox – Premiere Marketing – A couple things we wanted to address, would be upgrading with DNET from basic hosting to go up to management hosting, at a cost of \$20.00 per month. This would include the ongoing monitoring rate, and would really improve our efforts to prevent hacking. I think the Board needs to talk about this. The shopping link has been fixed. What we have done in the meantime is link to the Franklin Chamber Page. Is this okay? We wanted to call this to your attention. If you want to add something to those pages, send us a request and we will get it up. We are also working harder on a monthly basis to make sure everything is updated. We do need feedback on some things. When we get new restaurants, we post stuff on Facebook. Is this okay? We don't want the perception that we are playing favorites.

Leland Ryske – Maybe a good idea would be to have a restaurant link that would show this?

Vickie Springer – What about just a new business link? I know the chamber does that, but this way no one will feel left out.

D'Anne Maddox – We would be happy to add it. But at what point does it stop? We have a lot of businesses. Do we stop outside of the city limits? We just need to brainstorm and get some feedback on this stuff. We have hits on our website from a lot of places, from Concord, NC to Ohio. So that's a good thing. Mobile devices seem to be increasing as well. We are also performing well above average on our Pandora apps. We have been trying to make your Facebook page intriguing as well.

New Business: Taste of Scotland 2014 Funding Report

Doug Morton – Taste of Scotland Festival Representative – Last year's Taste of Scotland was a success. This is our third year, and we are getting better. We have learned from our mistakes. Last year we were able to have some money left over. Not really left over, but utilize it otherwise. We have used that for advertising. We will be advertising in the Celtic International. I've had calls from California, Texas, Nova Scotia, Florida, Alabama, and other places. Bands and entertainers that are interested. We feel like this year we are going to put another good festival together. We estimated about 3,000 people last year. The streets were full. The merchants, most of them had good days. Again, this is a learning experience. We are now a 501c(3) non-profit. The Internal Revenue Service approved our application.

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New business: Taste of Scotland 2015 Funding Request

Doug Morton – Taste of Scotland Festival - All of our vendors are coming back, all 32 of them. We are shooting for 50 this year. I'm getting emails every day. We are being very picky, which is a good thing. We are going to have eight (8) brand new clans coming over, and some new craft vendors. A company that makes bagpipes will be here. That's a big thing. We appreciate everything you can help us with.

Vicki Springer – Where are you looking to advertise?

Morton – We are going to Atlanta. We are going to Florida. Last year Asheville's Scottish Festival was at the same time, but it didn't hurt us that bad because our event was free. Our Highlands Games people will be back.

Chair Candy Presley – Have you started advertising yet?

Doug Morton – Yes. Tony Angel is my medium. We have already taken out ads and we have a game plan ready. Other magazines are doing articles on us. We have a turned a corner, and people are recognizing us. It's very important to keep this alive. This will be the 18th year.

New Business: Martin-Starnes Audit Contract

Summer Woodard – Town Manager – Martin-Starnes has approached us regarding our audit this year. It will be the same as last year at \$3,000. I wanted to bring that before you. If you are okay with that, I will move it along. It will be better if you approve it.

Motion was made by Grubermann, seconded by Pullium to approve going with Martin-Starnes Audit Contract along with the Town of Franklin for \$3,000. Motion carried. Vote: 7 to 0.

New Business: Amendment to By-Laws

Summer Woodard – Town Manager – I brought this before you last month, and you have had thirty (30) days to review it. It just clarifies the Town Manager's role on this Board in more detail.

Motion was made by Drake, seconded by Pullium to approve the Amendment to the By-Laws. Motion carried. Vote: 7 to 0. A copy of the amendment is attached.

Approval of the Minutes:

Motion was made by Pullium, seconded by Grubermann to approve the March 9, 2015 meeting minutes as presented. Motion carried. Vote: 7 to 0.

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Financial Report:

Summer Woodard – Town Manager – This is the best February we have had since 2009-2010. This is good news. The next sheet breaks down our expenditures to date. A copy of the Financial Report is attached.

Motion was made by Grubermann, seconded by Ryske to approve the Financial Report. Motion carried. Vote: 7 to 0.

Subcommittee Reports:

Finance/Budget Chair Report – No report

Policy and Rules of Procedure – No Report

Application Review Chair Report – No Report

Old Business: Board Decision on Brave Heart 5k Race 2015 for \$3,000.00

Dave Linn – Brave Heart 5k Organizer – Again this is separate from the Taste of Scotland. You will see a new copy of our projected budget.

Chair Candy Presley – And the \$1,050 is for advertising?

Dave Linn – Yes. And all of our funds are for the Scottish Tartans Museum.

Jim Akins – Scottish Tartans Museum – If Dave's projections are correct, the Museum should see a net collection of about \$3,000 for the Museum.

Motion was made by Bateman, seconded by Woodard to approve \$1,050 of advertising funds for the Brave Heart 5k Race. Motion carried. Vote: 7 to 0.

Items from the Board:

Suzanne Harouff – Books Unlimited Request – I have a New York Times best-selling author coming. Hopefully you are familiar with "Water for Elephants." Her new book takes place during World War II, and she has agreed to come sign autographs during the Taste of Scotland Festival. They would like her to kick off the race, and Doug wants her to kick off their event. She will be here all day. I'm asking for \$2,180. I'm asking this for books. She's from Asheville, so I don't anticipate any overnight expenses. The attachment will show you where the money will go. Most of it is for advertising.

Chair Candy Presley – Thank you. This will be voted on at next month's meeting, on May 11, 2015.

Summer Woodard – Town Manager – Can we talk about DNET and Premiere's update tonight? Do we want to go ahead with this?

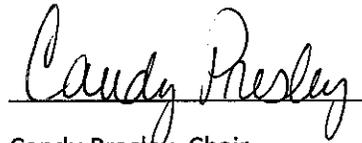
Motion was made by Grubermann, seconded by Pullium to approve payment of \$20.00 permanently to host with D'NET package. Motion approved. Vote: 7 to 0.

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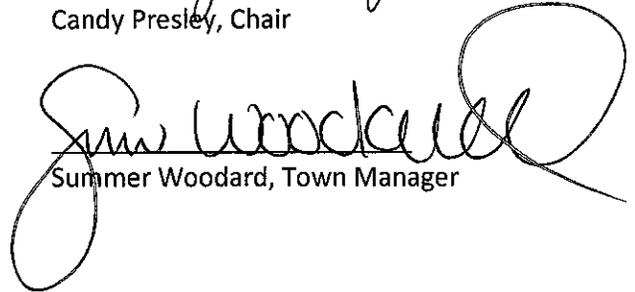
Announcements: The next regularly scheduled Tourism Development Authority meeting is Monday May 11, 2015 at 5:30 p.m. in the Town Hall Board Room.

Adjourn:

**Motion was made by Pullium, seconded by Drake to adjourn the meeting at approximately 6:00 p.m.
Motion carried. Vote: 7 to 0.**



Candy Presley, Chair



Summer Woodard, Town Manager