

Town of Franklin Tourism Development Authority Meeting

August 10, 2015

Present: Chair Candy Presley, Josh Drake, Cheryl Pullium, Vickie Springer, and Summer Woodard.

Members absent were Connie Grubermann.

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

Motion was made by Woodard, seconded by Pullium to add Vacation Guide to Aug. 10, 2015 Agenda and to discuss and vote on the measure at the regularly held September meeting of the Tourism Development Authority Board. Motion carried. Vote: 5 to 0.

Approval of the July 13, 2015 minutes

Motion was made by Pullium, seconded by Springer to approve the Tourism Development Authority Board minutes as presented. Motion carried. Vote: 5 to 0.

New Business: Funding Request for Parker Meadows Coupon Book

Taylor Ford – I brought an example of the coupon book for everyone. We have developed this for the complex, and all of the advertising is sold out in it. We are asking for funds to offset the printing costs. It's 2,000 a quarter for 10,000 full colored copies.

Cheryl Pullium – Where will these be dispersed?

Taylor Ford – These will be given to each tournament member. Each team will get a welcome packet, and this will be in their packet. We are also installing two maps at Parker Meadows at our own cost.

Summer Woodard – Town Manager – Is this advertising just for Parker Meadows?

Taylor Ford – No. This is for area businesses.

Josh Drake – So if we cover the printing costs, you are still making \$14,000.00?

Taylor Ford – Correct.

Summer Woodard – Town Manager – So you're selling the ads, and what did they run for?

Taylor Ford – Yes, we sold the ads, and I'll have to check to see how much they are.

Candy Presley – How many teams?

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Taylor Ford – They are booked throughout every weekend. Twenty to sixty teams per weekend, so about 1,500 families for each tournament. They will be coming from Georgia and Tennessee primarily.

Summer Woodard – Town Manager – Is it a coupon book or advertising book? I've only seen three in here?

Taylor Ford – It will be both depending on what the business wants to do.

New Business: Funding Request for Naturalist Event

Rob Gasbarro – Outdoor 76 – This was a little late notice, so I apologize for not being as prepared as I wanted to be. It's been a while since we have done anything. We really want to get involved once again. We wanted to do a trail race to put Franklin on the map from an outdoor perspective. We came up with a Bartram Trail run, a 25k and 50k. Nobody has ever done anything like this, not even close. This will target elite athletes. Asheville was just selected as one of the top cities in the country for trail races. It's a big thing. It's blowing up. We have two nationally ranked runners signed up for the event. It will start in town, and will go to Wallace Branch trailhead and will run to Wayah Bald, and come back for 50k. We still have a lot of tiny logistics things we have to do. We've contacted Macon County EMS, Franklin Fire and Rescue, etc. We have 35 registrants right now. We want this to be more than just a race, and we want a community event. It will be going on all day. We got three breweries coming, three bands booked, and we will be doing food. We also have partners like Bartram Trail Society and Nantahala Hiking Club, and some others. It will start at 8 a.m. in the morning. This isn't a money maker for us. This is what we want to do to help the Town of Franklin. Our only revenue source is registration. We came up with \$7,500 in revenue. A big part of expenses is fuel expenses driving from Wayah to town. Print media, we committed to \$1,800 ad to Blue Ridge Outdoor Magazine. It's an Outdoor 76 ad and we used the Town logo twice in the ad, so it's not exactly race specific. We are also doing a package with Smoky Mountain News. And the insurance policy for the event. We are asking for \$2,500. Thank you.

Vickie Springer – And you already have \$3,000 in cash?

Rob Gasbarro – That's coming from us.

Sub-Committee Reports

Financial Reports

Summer Woodard – The July revenue will not show until September. I went ahead and did the budget based on what Premiere did. This is what we have to work with this year.

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Finance/Budget Chair Report – No report

Policy and Rules of Procedure – No report

Application Review Chair Report – No report

Old Business: Funding Request for River Fest \$1,500.00

Motion was made by Woodard, seconded by Pullium to approve \$1,500 for 2015 River Fest. Motion carried. Vote: 5 to 0.

Old Business: Funding Request for Smoky Mountain Performing Arts Center

Motion was made by Springer, seconded by Pullium to fund \$15,000 to Smoky Mountain Center for Performing Arts for advertising expenses. Motion carried. Vote: 5 to 0.

New Business: Budget Reserve

Summer Woodard – Town Manager – I do have some good news. We presented to the Town Board of Aldermen last week, and they approved the request to increase it from \$100,000 to 113,400.00.

Josh Drake – What is our reserve right now?

Summer Woodard – Town Manager – We have transitioned to a new finance officer and we have been consolidating some accounts. Hopefully next month I can bring back to you a print out of what the reserve looks like by itself.

Items from the Board

Summer Woodard – Town Manager – At the Town Board meeting last week they voted to approve Ms. Vickie Springer for a two year appointment, and they also voted to approve Connie Grubermann for a three year appointment.

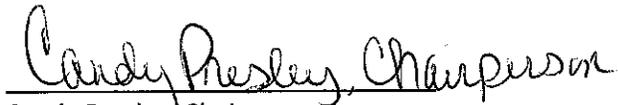
Announcements

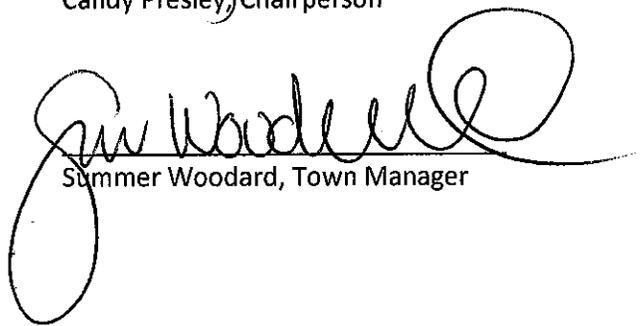
The next regularly scheduled Tourism Development Authority Board meeting is Monday September 14, 2015 at 5:30 p.m. in the Town Hall Board Room.

August 10, 2015 meeting continued,

Adjourn

Motion was made by Drake, seconded by Pullium to adjourn the meeting at about 6 p.m. Motion carried. Vote: 5 to 0.


Candy Presley, Chairperson


Summer Woodard, Town Manager
