

## Town of Franklin Tourism Development Authority Meeting

February 9, 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.

### Approval of the Minutes

**Motion was made by Drake, seconded by Rykse to approve the January 12, 2015 meeting minutes as presented. Motion carried. Vote: 8 to 0.**

### New Business: Funding Request for Braveheart 5K Race 2015 for \$3,000.00

Jim Akins – Scottish Tartans Museum – I apologize in advance. Dave Linn could not be here. I don't know how many questions I will be able to answer, but I will do my best. Basically, it's the same as last year. Because the race is in town, we are asking for funding from the Tourism Development Authority. The entire proceeds will go to the museum for updates and expansions, and everything we are working on. We have already got it advertised on the museum's website, and we have got it on the Blue Ridge Highlander website. We will be using the museum's Facebook page, posters, and other print media. Like I pointed out in the first paragraph, it's not part of the Taste of Scotland. Doug Morton wanted it to be, but Dave did want to make sure that the proceeds went toward the museum. Last year we had 155 racers. We are hoping to increase that this year with additional advertising, and we hope to increase it by twenty five (25) people. The race brings in about 155 racers, and seventy five (75) percent of those are from out of town. So they come and stay at our hotels, go to our restaurants and shops. Hopefully we can gauge our results by comparing the number of racers we had from last year. Basically, that's about it.

Leland Rykse – Are you familiar with the budget they put together?

Jim Akins – Scottish Tartans Museum – These are figures they had from last year. He had requested \$2,500. I'm not sure how much he got.

Leland Rykse – Yeah. I'm noticing that their total sources of cash, they're up to \$6,000.00 including money they budgeted from Tourism Development Authority. If I'm reading that right, all your expenses are totaling \$1,050.00. So that's a profit of \$4,950.00

Jim Akins – They may not be in the correct order. One of the expenses is the timer, which is \$750.00. And the advertising from the print media and all the other things.

Leland Rykse – It would appear that the event would be profitable, even without the Tourism Development funding.

Josh Drake – What's the entry fee?

Jim Akins - \$25.00. The early entry fee is \$20.00

**February 9, 2015 meeting continued,**

Cheryl Pullium – How many have registered so far?

Jim Akins – Three. And it's June 20.

Summer Woodard – Town Manager – The Tourism Development Commission did not fund the event last year. To my knowledge, they did not receive anything.

Matt Bateman – If you can, just have Mr. Linn come back and talk to us please.

Jim Akins – I will do that.

**New Business: Hippy Hop 5K Walk/Run for \$3,000.00**

Maria Tallent – Dave is also helping us. This is our first year doing this. Does everyone know what Gilliam's Hope is? It is a great leadership opportunity.

Amy Roberts – Me and Maddison are in Gillian's Hope. It's a club that encourages students to be drug and alcohol free. We are having a 5K run, and we are requesting funds. The proceeds will help with scholarship and proceeds for the club.

Maddison – Gillian's Hope is just an organization to help give kids who promise to stay drug and alcohol free, and to offer them scholarships. This is why we are coming to you. This 5K run will contribute toward these scholarships.

Candy Presley – How are you marketing it? How will it be sustainable?

Amy Roberts – We hope this year to get sponsors, and we hope that will be a lasting thing. It's more of getting the word out, and make sure the community knows about it.

Maria Tallent – Our website and Facebook is already done. There are flyers being put out. Dave is doing the public relations for it. He's already had people show some interest. He's said there are sixteen committed runners already. Each of the students participating are shooting for sponsors, \$100.00 sponsors. We will do shirts as well, and charging \$20 for early registration and \$25 for later registration entries. I filled out the budget form, using Dave's guidance. This is our first time doing it. We hope this will be a big thing, turn a profit and supply scholarships with.

Candy Presley – Is that in all schools?

Maria Tallent – It started up in Highlands, and Bill Harrell wanted to bring it to Franklin since it was such a great program, instilling great value in our kids. This is the second year we have had our group. We have 21 group members now.

Vickie Springer – What is the age range?

**February 9, 2015 meeting continued,**

Maria Tallent – Eighth graders. The goal is to bring in more kids, possibly sixth and seventh graders; so they can be pillars for other kids. Because these kids will be in ninth grade next year. We are taking flight with this group and will add to it. Hopefully this will continue.

Summer Woodard – Town Manager – Where is the rental of the facility?

Maria Tallent – We are going to do it on the greenway. It's going to be a morning run. But we are hoping they will bring their children, because we are going to do an Easter Egg Hunt. All of us will be helping, but the kids will do the hunt for the kids before the race. This will help make it a family event. The kids before race time will hand out flyers before the race to notify runners of what Franklin has to offer?

Leland Ryske – Do you know where your print or radio advertising will be?

Maria Tallent – We have flyers and Dave will be putting it in the paper. Two websites nationwide are also advertising it. He might be advertising in Clayton and Sylva too. But I don't know that for sure. This will be in March.

Matt Bateman – I think it's an admirable race and goal for the scholarships, and I'm just speaking for myself, but I think as far as tourism goes it may miss the mark a little bit. Maybe have the event this year and come back to us next year and show us what you guys brought in for tourism.

Maria Tallent – Yeah. Sure. We will have that data for you. And you know, you have to start somewhere.

**Financial Report**

Summer Woodard – Town Manager – Presented financial report. A copy of the report is attached.

**Motion was made by Pullium, seconded by Rykse to accept the financial report as presented. Motion carried. Vote: 8 to 0.**

**Subcommittee Reports**

Finance/Budget Chair

Connie Grubermann – No report.

Policy and Rules of Procedure

Vickie Springer – No. Except what we will be discussing tonight.

Application Review Chair Report

Summer Woodard – No Report.

February 9, 2015 meeting continued,

**New Business: Re-Appointment of Chairman Candy Presley**

Summer Woodard – Town Manager –What you have is your chair Candy Presley is up for re-appointment. Her term technically ended February of this year. As our Town Attorney informed me though, it doesn't mean that she hasn't been holding a seat. She has expressed an interest that she would like to continue to be our chair. I think she has done a great job, and I will make a motion to recommend Ms. Presley for reappointment as chair to the Tourism Development Authority Board for a three (3) year term to the Town Board of Aldermen.

**Motion was made by Woodard, seconded by Springer to nominate and send for approval to Town Board of Aldermen to designate Candy Presley as chairperson of the Tourism Development Authority Board for a three (3) year term. Motion carried. Vote: 8 to 0.**

**New Business: Discussion on Rules of Procedure**

Summer Woodard – Town Manager – I hope most of you received John Jr.'s email. He and I had some lengthy discussions about issues brought up at the last meeting. Again, I apologize for not being there, but I didn't think you guys wanted the flu. One of the questions brought up is vacancies. The only vacancy that this board has is the vacancy advertised. And that is the collection of the room occupancy tax. If you noted, you can look along with me, why this particular term is vacant. Ms. Woodard read the eligibility guidelines.

Summer Woodard – Town Manager – So it would be good for the board to find someone who is in the lodging profession to fill that position, but it's just a hard vacancy to fill. But as far as being illegal, that's not true. We are in complete compliance. The other question that has come up is about absences. Ms. Woodard cited Article 3 regarding vacancy guidelines in the bylaws.

Summer Woodard – Town Manager - The only authority this board has is to recommend removal to the Town Board. But the Town Board has the ultimate authority. But that individual could make a plea to the Board of Aldermen.

Discussion took place on Article seven (7) of bylaws on Administrative Staff.

Summer Woodard – Town Manager – With that being said, it was an honest mistake on Mr. Setser's end. He did have the right to vote and he was my designee. But it was only his second meeting. If you recall under previous managers, Mr. Cabe and Mr. Greenwood designated me to serve on this board. Other questions?

Josh Drake – I don't think the question was you, but I appreciate that. I think our questions related to excusing absences.

Vickie Springer – So if Matt is not going to be here, and he calls in or doesn't call in, then do we need to take a vote?

**February 9, 2015 meeting continued,**

Summer Woodard – Town Manager – That’s just procedural. That’s normal protocol. Most of you serve on other boards. But if there seems to be a habitual pattern, it’s up to the board to decide that. And just as a reminder, only you can recommend removal.

Vickie Springer – But it is necessary?

Summer Woodard – Yes. It is according to the Town Attorney.

Cheryl Pullium – I think the question was what is excusable and what is not excusable.

Summer Woodard – Town Manager – I think that’s up to the board. Things happen. We all have things that come up in our personal lives that we cannot control. And this is a volunteer board, and I hope everyone feels like they are a part of it.

Matt Bateman – So do we need to put something in the bylaws that say exactly what those are?

Summer Woodard – Town Manager – That’s up to you guys. If you want to take it a step further we can.

Vickie Springer – I don’t think so.

Candy Presley – Well see that’s the problem. We have never dealt with absences before.

Leland Ryske – I think the point is. What is the standard?

Josh Drake – And if you excuse them, and I have valid excuses, does that count against your 75 percent?

Summer Woodard – Town Manager – No.

Josh Drake – So it doesn’t mean anything?

Summer Woodard – Town Manager – No. Not necessarily. Excusing absences basically means that the individual had reasonable circumstances and had informed the board. And it’s up to the Board to consider if the absence is a pattern or if it is reasonable. If you excuse it, your opinion states that it doesn’t count against the 75 percent. And excused absences will help the Board of Aldermen determine if there really is a problem if it ever got to that point.

Josh Drake – My opinion is you really shouldn’t excuse absences. You should be able to come four and a half hours out of the year. So excusing the absences negates the bylaws.

Connie Grubermann – It just requires a little bit of common sense too.

Vickie Springer – I tend to agree with Josh. You have to be here 75 percent of the time. I don’t think you formally need to excuse me. If I end up missing 75 percent of the meetings, then the board has that option to recommend removal.

**February 9, 2015 meeting continued,**

Candy Presley – I think excusing actually helps the Aldermen and us document their excused absences.

Matt Bateman – So if Leland is a bad board member, does it require a unanimous vote to take him up before the Board?

Summer Woodard – Town Manager – It has to be a majority.

Josh Drake – If you get three absences, you shouldn't get anymore.

Leland Ryske - Voting on whether or not an absence is excusable is not changing a bylaw.

Josh Drake – My recommendation is not to excuse any more absences. It's in the bylaws.

Summer Woodard – Town Manager – One more thing. Cheryl had brought it up. She had noted that Jamison Jewelers is going out of business, but you are still working there until the end of this month. I did ask John Henning Jr., our attorney, if Cheryl needed to resign from the board. He said she does not. Her term ends in April this year. If Cheryl would like to stay, the attorney is willing to back that up.

Chery Pullium – I would like to stay.

Matt Bateman – A question about that. In April what happens?

Cheryl Pullium – There are possibilities of me staying at the store. Mike right now is in chemo. It's possible I might stay at the store, but I don't know.

Matt Bateman – I do have someone interested, I'm just curious. I got someone interested that doesn't fall into the lodging category. I know you can't see the future.

Leland Ryske – As far as the other vacancy, you're trying to fill it with one of the hotels?

Candy Presley – We have called everyone too.

Leland Ryske – It has to be someone from lodging.

Candy Presley – Yes. Ms. Woodard, can you fill the board in about John Henning Jr.?

Summer Woodard – Town Manger – John Henning Jr. could not attend tonight. I really would have brought him. I would just caution you guys, every time he comes he does charge.

Leland Ryske – What's his rate?

Summer Woodard – Town Manager - \$150 per hour. And it can be stated on record that I did contact him.

February 9, 2015 meeting continued,

**Items from the Board**

Bill Vanhorn – ATC Trail Committee – It's been a while since I addressed you. I just want to bring you up to date. Our mission is to seek the mutual benefit of the Trail and our local community, from an economic standpoint. The committee decided last fall that we would move forward with an Appalachian Trail celebration period, as opposed to focusing on one weekend. We have been working on our bylaws, and it's been a very interesting discussion. It's been five years since Franklin has been designated as Appalachian Trail Community, so the Appalachian Trail Conservancy has asked each of the designated towns to conduct a partnership study. It basically seeks to state where we are going and our plans. Patti Abel is now on the committee, as an Alderman from the Town of Franklin. Gary Shields is now on the committee as a county commissioner. Lazy Hiking brewing company is now on the committee, as a local business, and Friends of the Greenway are attending our meetings on a consistent basis.

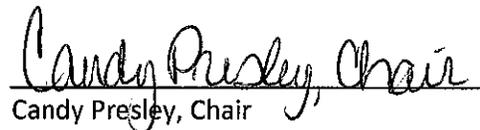
Mr. Vanhorn gave board members a review of the upcoming schedule of events.

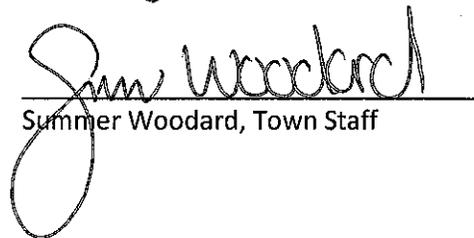
Matt Bateman – I think the events need to be on the Discover Franklin website.

Leland Ryske – Does the chair vote?

Candy Presley – Only in the case of a tie.

**Motion was made by Pullium, seconded by Drake to adjourn the meeting at approximately 6:25 p.m.  
Motion carried. Vote: 8 to 0.**

  
Candy Presley, Chair

  
Summer Woodard, Town Staff