

Town of Franklin Tourism Development Authority Meeting

February 8, 2016

Present: Chairperson Candy Presley, Josh Drake, Connie Grubermann, Cheryl Pullium, Vickie Springer and Town Manager Summer Woodard.

Board members Tim Crabtree and Donnie Bishop were absent.

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

Motion was made by Drake, seconded by Grubermann to add Franklin Garden Club to the Agenda, and to accept Agenda as amended. Motion carried. Vote: 5 to 0.

Approval of Minutes

Motion was made by Grubermann, seconded by Drake to approve the January 11, 2016 meeting minutes as presented. Motion carried. Vote: 5 to 0.

Financial Reports

Town Manager Summer Woodard presented the financial reports.

Motion was made by Grubermann, seconded by Drake to approve the financial reports as presented. Motion carried. Vote: 5 to 0.

Sub-Committee Reports

Finance/budget chair – none

Policy and Procedures – none

Application Review chair – none

New Business: Funding Request for Tour Macon County and Franklin

Dale McGiboney – We started with the Macon County Economic Development Commission. I'll show you what we did with them. The kiosk will be located at the Macon County Airport and will allow people to learn about our county and connect them to local businesses. It will feature a key touch feature that allows access to the video, and is ever expanding digital work that captures our love for Macon County. Key features focus on arts/culture, health and wellness, agriculture, municipalities, tourism, festivals, etc. It features interviews with local businesses. We are seeking a \$700.00 sponsorship from the TDA.

Dale McGiboney's statement is attached.

Summer Woodard – Town Manager – The Tourism Development Commission and the Chamber of Commerce will also be sponsoring as well, correct?

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Dale McGiboney – Yes. The Highlands Chamber is also on board.

Josh Drake – What will you do with this money?

Dale McGiboney – This will cover the sponsorship and the tour, and to have the website imported into the kiosk. \$350 covers the sponsorship, and \$200 for businesses. So we're using this opportunity to create more content. The more content the better. We'll be interviewing Mayor Scott and some other things.

Summer Woodard – Town Manager – Could you tie in Discover Franklin, the Tourism Development Authority's website?

Dale McGiboney – Yes.

Josh Drake – Is it available on anything besides the kiosk?

Dale McGiboney – It will be available on the website.

Summer Woodard – Town Manager – Normally we wait to vote until next month. Is that a problem?

Dale McGiboney – There is some expediency issues. We are really busy and there are overhead expenses we have to cover.

Candy Presley – Will you give us updates?

Dale McGiboney – Absolutely.

Vickie Springer – The \$350 is for the interview?

Dale McGiboney – Yes. With Mayor Bob Scott. The \$200 is the business minutes, improvements for Main Street, businesses in town, etc.

Vickie Springer – Is that normal?

Summer Woodard – Town Manager- We have never done it before.

New Business: Franklin Garden Club Proposal

Mary Ellen Tully– Franklin Garden Club – Thanks for having us. We are wanting to do something different this year. We are proposing a garden tour for every Saturday in June. It will be called "Franklin in Bloom." We take care of the gardens in town square, and we think this will be a great way to showoff Franklin. We want to do this every Saturday in June, and we want to tie in the merchants on Main Street. We would like to line Main Street from Town Hall to Gazebo with the hanging planters. Hopefully we will have family activities as well.

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Mary Ellen Tully – I've attached what club will be responsible for each weekend. Each organization will have their own activities to promote, as well as the Town. This will benefit the town in several ways, especially by bringing them into town. This is new and we need a lot of marketing support. Most of the \$3,500 will go to marketing, as well as having a custom made banner that will be hung across the street in accordance with Town ordinances. We will also use the money to plant the 22 baskets. We will advertise in the three local papers, and hopefully branch out. That's a quick overview.

Summer Woodard – Town Manager- Maybe your hope will be that visitors will stay for the weekend?

Mary Ellen Tully – Yes, we hope. Its four Saturdays.

New Business: Budget Amendments

Summer Woodard –Town Manager – What I'm proposing is a motion to move \$350.00 from miscellaneous and festivals to the audit and bond.

Motion was made by Pullium, seconded by Drake to move \$350.00 from miscellaneous and festivals to the audit and bond. Motion carried. Vote: 5 to 0. A copy of the budget amendment is attached.

Summer Woodard –Town Manager – The second one would be to move \$350.00 from miscellaneous and festivals to Allison Outdoor Billboard, and to end the contract. Motion carried. Vote: 5 to 0.

Motion was made by Grubermann, seconded by Pullium to move \$350.00 from miscellaneous and festivals to Allison Outdoor Billboard, and to end the contract with Allison Outdoor Billboard. Motion carried. Vote: 5 to 0.

Josh Drake – Making a decision tonight on the kiosk should wait. I'm not sure if it's right for us. I think we should wait.

Connie Grubermann – It is a kiosk and there will eventually be a kiosk in other places, but it will also be on the Town's website and the chamber's websites.

Josh Drake – We are spending \$700 to advertise Franklin, and I think it's redundant. It's almost a waste.

Summer Woodard – Town Manager – The chamber and the Economic Development Commission didn't think so.

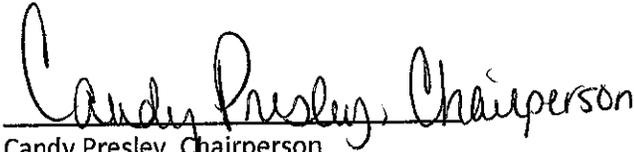
Josh Drake – I just think it's redundant for us to do it.

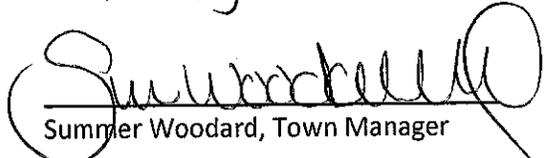
Summer Woodard- Town Manager – Weren't they trying to promote the county and Franklin, and that's why the other two organizations pitched in?

Motion was made by Pullium, seconded by Springer to postpone the vote until next month. Motion carried. Vote: 5 to 0.

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Motion was made by Drake, seconded by Pullium to adjourn the meeting at approximately 6:00 p.m.
Motion carried. Vote: 5 to 0.


Candy Presley, Chairperson


Summer Woodard, Town Manager