

## Town of Franklin Tourism Development Authority Meeting

January 11, 2016

Present: Chairperson Candy Presley, Connie Grubermann, Tim Crabtree, Vickie Springer, Donnie Bishop, Josh Drake, and Town Manager Summer Woodard.

Cheryl Pullium was absent.

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

**Motion was made by Grubermann, seconded by Woodard to add the Appalachian Community Summit to the Agenda. Motion carried. Vote: 7 to 0.**

### Approval of December 8, 2015 minutes

**Motion was made by Grubermann, seconded by Drake to approve the December 8, 2015 meeting minutes. Motion carried. Vote: 7 to 0.**

### Financial Report

Town Manager Summer Woodard submitted two financial reports. A copy of the reports are attached.

**Motion was made by Grubermann, seconded by Springer to approve the financial reports as presented. Motion carried. Vote: 7 to 0. A copy of the financial reports are attached.**

### New Business: Appalachian Trail Committee Update

Matt Bateman – Appalachian Trail Commission – Thanks for having me. I would just like to give you an update. We recently attended the Appalachian Trail Committee Summit. There are 30 Appalachian Trail communities, and we were there with all of them, trying to share ideas for what works for us and vice versa. In my opinion Franklin's community is really doing the most. Every ten years the Appalachian Trail grows 100 percent. Historically, it's been directly related to movie releases and other things. "A Walk in the Woods" should spur a big spike. It's a number one book on the NY Times bestseller list too. My biggest takeaways came from one of the Park Service employees. His big thing was this. For communities to start marketing a national park experience. The Appalachian Trail is a national park. That would be a good pitch in the Atlanta area. That's the idea and that stuck with me. Through hikers spend about \$15 to \$20 a day. Section hikers spend \$178 a day. Again, more traffic coming again. The numbers speak for themselves. A big contrast between the two. Another takeaway was to do a local recreation map, encompassing all outdoor recreation. A comprehensive one would be great. We don't have a comprehensive map. I'll finish with this. Please consider the numbers when you market Franklin. I'd love to see us do more in targeting the specific demographic of Appalachian Trail hikers.

Connie Grubermann – I've put something together in every guestroom, showcasing everything Franklin has to offer. I've put them in binders. It's been that way since we opened.

The Board discussed Appalachian Trail marketing at length.

**January 11, 2016 meeting continued,**

**Old Business: Discussion regarding Allison Outdoor Billboards**

Summer Woodard – Town Manager – Is it the same price?

Connie Grubermann – We could get more time with \$100 more.

Josh Drake – I've never seen them.

Donnie Bishop – There is two. His times were right. Six seconds every four minutes, and that's a long time. A lot of cars pass. There are a lot of signs. It seems like it's more of a message.

Josh Drake – It's not getting a whole lot of views. A majority of people that get to that point already know where they are going. I don't support billboards in Macon County.

Donnie Bishop – I think as long as it's a sign that says Franklin, North Carolina there will be benefits.

Vickie Springer – And other billboards are a lot more expensive.

Candy Pressley – And we used to advertise with festivals.

Summer Woodard – Town Manager – If you voted tonight it will be another contract. It will be \$350 per month. Last year was different because he came in January, instead of starting it with our fiscal year. This year for instance we spent \$2,100.00 on that.

Donnie Bishop – So the \$2,100 was not budgeted? We just agreed to do that?

Josh Drake – If we take the yearly contract, for \$4,200 a month for a sign that shows 2.5 percent of the time. I don't think that's a good idea, especially people driving by already know what they are going to do. It's not a good billboard for us. Maybe for someone else.

Vickie Springer – I think I agree with him.

Candy Pressley – I think I do to.

Donnie Bishop – That was my thought to.

Summer Woodard – Town Manager – And truly, it might work for someone else who has a business who does promotions and could change. With us, we have to wait on festivals and then you have to figure out who is going to promote those festivals, etc. It could work for us if we had more festivals and events.

Josh Drake – Typically we give festivals money to help get started. It's not our job to advertise for them.

Tim Crabtree – The whole point is to get them to Franklin. They already know if they are driving.

**Motion was made by Drake, seconded by Crabtree to deny the contract for Allison Outdoor Billboards.  
Motion carried. Vote: 7 to 0.**

January 11, 2016

**Sub-Committee Reports**

Finance/Budget Chair Report - No report

Policy and Rules of Procedure – No report

Application Review Chair Report – No report

**Items from the Board**

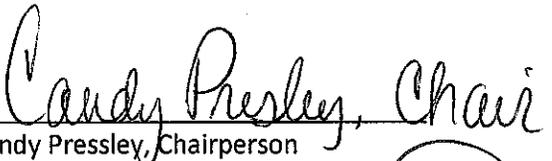
Summer Woodard – Town Manager – One thing. I've tried to compile an updated contact list for this Board. Please let me know if everything is correct, and I'll be glad to bring back a clean version to our February meeting.

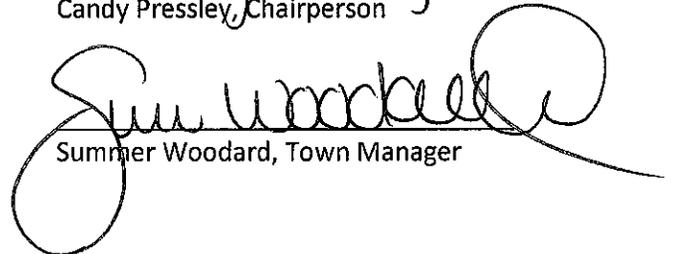
Vickie Springer – Is there any way we could get an email if someone is added to the Agenda. I wasn't planning on a thirty minute presentation, because I needed to do something. Can we get an add-on text or email if something were to occur.

**Announcements**

The next regularly scheduled TDA meeting is Monday, February 9, 2016 at 5:30 p.m. in the Town Hall Board Room.

**Motion was made by Drake, seconded by Woodard to adjourn the meeting at about 6:10 p.m. Motion carried. Vote: 7 to 0.**

  
Candy Pressley, Chairperson

  
Summer Woodard, Town Manager