

Town of Franklin Tourism Development Authority Meeting

July 11, 2016

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

The meeting was called to order at 5:32 p.m.

Approval of the June 13, 2016 meeting minutes

Motion was made by Pullium, seconded by Grubermann to approve the June 13, 2016 meeting minutes as presented. Motion carried. Vote: 8 to 0.

Financial Reports

Town Manager Summer Woodard presented the financial report.

The Board discussed the financial report at length, and Ms. Woodard advised that she would provide updated and amended copies of the financial report at the next Board meeting.

Sub-Committee Reports

Finance/Budget Chair Report –

Connie Grubermann - None

Policy and Rules of Procedure –

Vickie Springer - None

Application Review Chair Report -

Summer Woodard – Town Manager – We do have the items for tonight, and Doug Morton will be here next month. He had a loss in his family.

New Business: Funding Request for Naturalist Event

Cory McCall – Outdoor 76 – This is something we did this last year. We are doing this on October 8, 2016. The permits are in place and some other permits will be finalized. We probably had over 600 hundred people come last year. This event classifies as our fall celebration, and will incorporate music and other things. We felt like last year was a huge success, and we got great feedback from runners and people in the community. Visitors were impressed with our community, and we had a great group of volunteers. It really showcased the Town of Franklin. We had 55 people start the race, and that was with really wet weather. We are making a request for \$2,500. As the event grows the expenses will grow as well. Social media is somewhere we will concentrate at. We already have over 30 registrants.

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Rob Gasbarro – Outdoor 76 – The metrics from last year’s race were really good, despite the weather. The demographics were exactly what we were targeting. Most of these people traveled with their family as well.

Candy Presley – Chairperson – Are you getting any cash sponsorships?

Rob Gasbarro – Outdoor 76 – We are getting some cash from Northface and a couple other brands to help provide giveaways and logistics, and other things to help with our costs.

Vickie Springer – The Tourism Development Commission has done what?

Cory McCall – They haven’t had their meeting yet. Just to give you another idea from last year’s race, we had to rent a 45 by 40 tent, which cost \$1,500. That tent was completely packed out on Saturday night. I think the weather held us back last year, but we still had a great turnout.

Old Business: Funding Request for Folkmoot for \$2,500

Summer Woodard – Town Manager – I do like that they are coming, and I’m very glad to see that their advertising will be spent in the Franklin area. They have never come before us before. So it’s new.

Motion was made by Woodard, seconded by Grubermann to approve \$2,500 for Folkmoot advertising. Motion carried. Vote: 8 to 0.

New Business: Budget Amendments for Fiscal Year 2015-2016

Summer Woodard – Town Manager – These budget amendments would allocate \$1,973.01 from Trip Advisor to miscellaneous/festivals and allocate \$830 from Trip Advisor to Asheville Citizen Times.

Josh Drake – So basically what we have is that we overspent in accounts?

Vickie Springer – So \$10,000 isn’t used?

Summer Woodard – Town Manager – I will get our reports from Accounts Payable tomorrow and we will come back next month with a clearer picture. We will table this until next month.

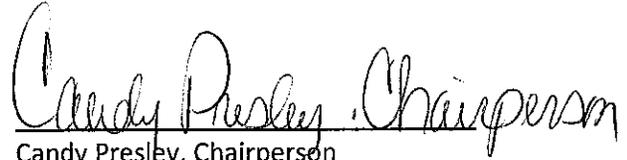
Items from the Board

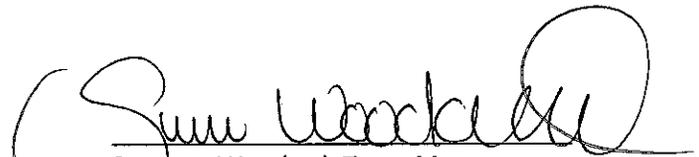
Summer Woodard – Town Manager – Premier Marketing wanted to get the Board’s blessing on the e-blast. I’ve placed those in front of you.

Motion was made by Grubermann, seconded by Drake to approve the e-blast from Premiere Marketing. Motion carried. Vote: 8 to 0.

July 11, 2016 meeting continued,

Motion was made by Drake, seconded by Woodard to adjourn the meeting at 5:55 p.m. Motion carried. Vote: 8 to 0.


Candy Presley, Chairperson


Summer Woodard, Town Manager