

Town of Franklin Tourism Development Authority Meeting

June 8, 2015

Present: Chair Candy Presley, Matt Bateman, 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.

Approval of the May 11, 2015 Board minutes

Motion was made by Pullium, seconded by Springer to approve the May 11, 2015 meeting minutes as presented. Motion carried. Vote: 6 to 0.

Financial Report

Town Manager Summer Woodard presented the financial report.

Motion was made by Pullium, seconded by Springer to accept the financial report. Motion carried. Vote: 6d to 0. A copy of the financial report is attached.

Sub-Committee Reports

Finance/Budget Chair Report –No report

Policy and Rules of Procedure –No report

Application Review Chair Report – Summer Woodard – Town Manager – Just the one we have tonight.

Announcement – Matt Bateman – I hereby announce my resignation from the Tourism Development Authority Board, effective immediately. I need the time to focus elsewhere and I appreciate the partnerships with Premiere Marketing and the opportunity to be on the Board. I wanted to come in person and do it. If I need to send a letter, I will. I would like for the Board to continue to focus on the outdoor assets that we have, with the hikers being in the area. And to continue to try to use within legal limits a portion of the budget to work on tourism development projects, and not just a knee jerk reactions to spend it all on marketing.

New Business: Presentation on Fiscal Year 2015-2016 Budget – Premiere Marketing

D'Anne Maddox and Robert Ricotta– Premiere Marketing – Fifty percent of your google analytics came from Atlanta and Charlotte. That's a good thing because that's where a lot of our advertising went. The advertising mediums included Pandora, Facebook, the Charlotte Chamber and the Atlanta Billboard. A copy of the full presentation is attached.

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New Business: Taste of Scotland Festival Update:

Doug Morton – Taste of Scotland Organizer – Thank you for all of the support you have given us. There is a misunderstanding though that I need to get cleared up. There was an article that we were expecting a \$1,000 profit next year, and that is not so. We are a non-profit organization, formally so. Last year for the first time in 17 years we managed our money so well that we could carry some leftover dollars into next year, and because of that we advertised in mediums that we never could use for. In one, we advertised that has a reading of over a 1,000,000 people. I feel like we were penalized because of our success, and that's not right. We are getting better and better. Because of the article though, our donations and sponsorships are coming in at about fifty percent less than last year. \$1,000 is a lot of money. I'm asking for the Board to reconsider that \$1,000 to help ensure the success of another great Taste of Scotland Festival.

Chair Candy Presley – I just want to let you know that you are not being penalized because of an article. We expect every group or event that we fund to eventually become self-sufficient, so we decrease the amount we give each year.

Doug Morton – I understand that. I don't think your intention was to penalize us, but we are a non-profit group. Our big sponsors are reluctant to give, because they think we are making a lot of money. We are self-supporting, and will continue to be self-supporting. It's important for everyone in Franklin that we keep going.

Josh Drake – Did you bring an updated budget?

Doug Morton – I did not.

Summer Woodard – Town Manager – How did you fare last year with the \$2,250.

Doug Morton – That was well. I could have lived with that. We've got this down pretty good to a penny. I have some good people on our team, and that's why we increased our entertainers and sound guy.

Josh Drake – Were those numbers in the budget you presented to us?

Doug Morton – With the exception of the sound guy.

Cheryl Pullium – The Tourism Development Authority Board funds advertising.

Josh Drake – I wouldn't be opposed at looking at it again, but I would have liked to see a budget.

Summer Woodard – Town Manager – But the budget hasn't changed has it Doug?

Doug Morton – No. Not really. Most of the music was placed in the budget. But all of those projections were based on sponsorships.

Josh Drake – Please don't take offense to any of our questions. If your budget has not changed, I'm just confused.

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Chair Candy Presley – Why did you lose the sponsors?

Doug Morton – Because they felt like we were making a profit. I'm sorry I didn't bring an up to date budget, and I will accept whatever decision you make. We will make it work.

Chair Candy Presley – The budget has not changed, and we voted. And we do want to support it. That's why we gave what we did. Was the Salaries/Wages/Benefits \$7,000?

Doug Morton – That's not right. I thought I gave Summer an updated copy?

Summer Woodard – This is the latest one I was given. It came off of my desk. I wouldn't be opposed, and this is just my two cents, that we give \$500.00 contingent on us getting an updated copy of the budget. But that's up to the Board.

Doug Morton – Okay. I wish I would have brought the budget. I don't mean to be ignorant.

Chair Candy Presley – I think we should stick to what we have already done, since nothing has changed.

New Business: Funding Request for 80's Flash Back 8k

Dave Linn – I'm requesting funds to advertise this race. These sheets will show our advertising expenses, how many racers we expect and who has signed up. One hundred percent of the proceeds will go to the Shriners Hospital System. We are asking for \$500.00.

Josh Drake – Are you running a profit in your budget?

Dave Linn – I'm sorry. I thought it was right. I'll bring a correct budget back next month.

New Business: Board Discussion on Fiscal Year 2016-2016 Budget

Summer Woodard – Town Manager – Just a reminder that we need \$3,500 for the audit and finance officer's bond.

New Business: Board Decision on Fiscal Year 2015-2016 Budget

Motion was made by Woodard, seconded by Pullium to approve the 2015-2016 Proposed Budget as presented by Premiere Marketing, with the exception of adding \$3,500 for the finance officer's bond and internal audit; for a grand total of \$113,700.00. Motion carried. Vote: 5 to 0. A copy of the budget is attached.

June 8, 2015 meeting continued,

Items from the Board:

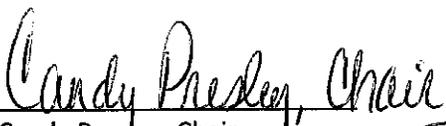
Summer Woodard – Town Manager – The Town Board on Monday night did vote to reappoint Ms. Cheryl Pullium for a two year term and Mr. Josh Drake for a two year term. I would ask the board to grant me permission with a vote to advertise for a vacancy for Leland and for this second seat that came open.

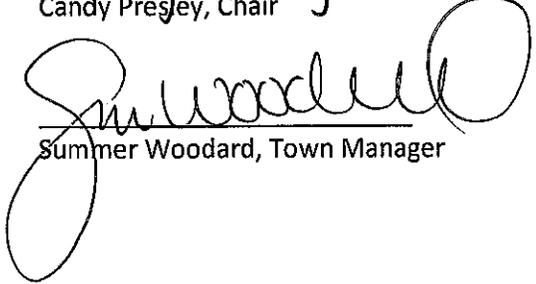
Motion was made by Pullium, seconded by Presley to advertise two vacancies on the Tourism Development Authority Board. Motion carried. Vote: 5 to 0.

Announcements:

The next regularly scheduled Tourism Development Authority Board meeting is Monday July 13, 2015 at 5:30 p.m. in the Town Hall Board Room.

Motion was made by Drake, seconded by Pullium to adjourn the meeting at approximately 6:30 p.m. Motion carried. Vote: 5 to 0.


Candy Presley, Chair


Summer Woodard, Town Manager