

Town of Franklin Tourism Development Authority Meeting

March 9, 2015

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Connie Grubermann, Cheryl Pullium, Leland Rykse, and Summer Woodard.

Members absent: Vickie Springer.

Guest: Dave Linn and Jim Akins.

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

Dave Linn – Brave Heart 5k Organizer – Last time you had some questions that Mr. Akins could not answer. I will be happy to answer some of those questions. We have changed the route of the race this year to promote more of downtown Franklin. We are going to start and finish right out here, so it will trap people downtown. Last year was our second biggest race ever. We had one-hundred and fifty-five (155) racers, and we average about one-hundred and thirty-five (135) per race. This is my second biggest race I host among non-profit groups. It will take place here and we will have registration out front. Seventy-five (75) percent of our runners are from out of town. Most are from Florida. I already have some people camping out, making it a whole week long stay. So it's a great race. It's a good town heritage event. That's why I want you guys to help us out. All of the merchants on Main Street have helped us out. The majority have stepped up and become sponsors.

Ryske – I think last month one of the big questions we had was looking at the budget. You were showing \$6,000 of cash coming in, and the event only costing \$1,050.00 to put on.

Dave Linn – Brave Heart 5k Organizer - \$35.00 on race day is the entry fee. \$750.00 is the cost for the shirts, and also to get awards. And the time keeper has lowered their price down to \$550.00. I apologize I didn't look over it.

Leland Ryske – I guess what we were getting at is between your entry fees and sponsorships, you have well exceeded the cost of the vent already.

Dave Linn – Brave Heart 5k Organizer – Well the \$3,000.00 would go toward advertising from Blue Ridge Outdoor Magazine, Runners World and the various runners magazine. I apologize, I didn't look over the budget with the Scottish Tartans Museum. Again, we have lowered our costs down. Five (5) years ago the time keeping was \$1,500.00 and now it's down to \$550.00. I would love to have a traditional stop watch, but you are going to have all these people packed together and it's going to make it really hard.

Presley – So the \$3,000.00 you are asking for is strictly for advertising? And that's the same for the other race as well, the Hippy Hop?

Dave Linn – Braveheart 5k Organizer – Yes. But I'm just helping out with the 5k stuff for the Hippy Hop Race.

Drake – You also don't have t-shirts in here.

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Dave Linn – Braveheart 5k Organizer – Again I'm sorry. They are about \$750.00.

Dave Linn – Braveheart 5k Organizer – We will be happy with any donation. Even if it's \$500.00. Anything that will help promote the race. We are trying to bring people downtown. It's my best race and it's a fun race and the whole town loves it. I will find some magazine to advertise in. We will trap people visiting downtown from Florida and Georgia, and you will be amazed. If we advertise well, we will do well. We're just asking you to help us keep it downtown and keeping the history alive. We apologize in the past, we don't have records. I wish I had those, but we don't.

Approval of the Minutes

Motion was made by Grubermann, seconded by Drake to approve the February 9, 2015 minutes as presented. Motion carried. Vote: 7 to 0.

Financial Report

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

Motion was made by Grubermann, seconded by Drake to approve the financial report. Motion carried. Vote: 7 to 0.

Subcommittee Reports

Finance/Budget Chair

Connie Grubermann – No report.

Policy and Rules of Procedure

Vickie Springer – Absent.

Application Review Chair Report

Summer Woodard – No Report.

Old Business: Board decision on Brave Heart 5K Race 2015 for \$3,000.00

Drake – My biggest issue is that the budget isn't even right.

Ryske – He said he will use whatever money we give him for advertising.

Drake – I think it's a great event, but as far as I can tell, he doesn't know where he spends the money. I don't know if we would do that for anyone else.

Bateman – I would like to help with advertising, if I knew a specific avenue.

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Presley – I think we need an accurate budget. I'll be happy to communicate that to him for our April meeting.

Ryske – Do we want to pick an amount so he can put that in his corrected budget?

Grubermann – No. Not until we see a corrected budget.

Drake – Plus, currently it says there is a \$7,000.00 net cash flow. The math is wrong. So basically it looks like whatever we do is a donation. And that's not what we do. So if he can bring us an updated budget, we can start from there.

Board Decision on Hippy Hop 5K Walk/Run for \$3,000.00

Cheryl Pullium – I don't know if this has went to the school board yet. I know they have to go through the school board for fundraising activities. I know it has to go through them first. But she's not here, so I don't know if it has or not.

Presley – I think the group is a non-profit organization.

Pullium – But I asked and it still has to be approved by the Board of Education for any fundraising.

Bateman – I'll just reiterate my concerns before. It's admirable. It just misses the mark on tourism. If they can build it up and show us it is doing that, then we can look at it later.

Grubermann – And we have the same problems with the budget. There is still a net cash flow.

Presley – I'll be happy to contact her and let her know.

Presley – It's three (3) weeks away.

Summer Woodard – Town Manager – It's really up to the board at this point.

Drake – I would agree with everyone else. It's not directed toward tourism.

Presley – So no funding?

Motion was made by Bateman, seconded by Pullium to reject funding for the Hippy Hop 5K Walk/Run. Motion carried. Vote: 7 to 0.

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New Business: Update from Premiere Marketing

Summer Woodard – Town Manager – Just a couple of things. Premiere will be here next month to give a more thorough update and to answer questions that have come up. They did propose to look at website updates, to update from DNET Basic Hosting to Manage Hosting. Apparently there is some issues with malicious activity going on. That would bump up the costs from \$8.00 per month to \$20.00 per month. It includes ongoing monitoring to prevent hacking and malicious activity, and is highly recommended by DNET and Premiere. We don't have to take action on it tonight, but that's completely within your realm. We are also working on some new blogging content. Also, thoughts and considerations for the Board is that there is a broken link; the visit/shopping and the site domain that it's linked to is no longer available. Premiere recommended linking to the Chamber website for shopping, or Premiere could create the listings. But they would need to know the shopping criteria. And we need to do some Business inclusions and updates. And they will also update the calendar regularly and review the site for updates on a quarterly basis. Do you have any questions?

Presley – So it wouldn't be free? Then you would kind of lose the chamber, and they are paying them to do the same. That's something they need to answer.

Bateman – They could have a listing based deal, and advertise it in the community. We can determine the parameters or whatever we need to determine. And then put it out there, telling them they can get the information on this website. Since we are spending a lot of money to push people to it.

Summer Woodard – Town Manager – Our top cities on the website for February was Durham. Durham was number one. Then Franklin, Charlotte, Asheville, Atlanta, Nashville, Clarksville, TN., and then Louisville. They did some different performance measures and it's actually increased significantly using the ad words and it's up fifteen (15) percent. The current fans for our Facebook page, which is a good statistic, it's up fourteen (14) percent from last year. We are now at 9,088 followers.

Bateman – And they will present the budget next month?

Summer Woodard – Town Manager – Yes, and in more detail.

New Business; Allison Outdoor Electronic Billboard Design

Summer Woodard – Town Manager – In your agenda packets, you will a generic ad they designed. It's up to you. When I talked to Deanne and Dawn, they said we could use the artwork ads for our billboard campaigns in the Atlanta market, or they could design something else for us. They will be glad to work with Allison Outdoors.

Drake – I think we should stick to what we have and be consistent.

Summer Woodard – Town Manager – Would you be comfortable to have Allison Outdoors advertise the same artwork we have in Atlanta?

Motion was made by Drake, seconded by Grubermann to direct Premiere Marketing to utilize existing Atlanta Billboard Advertisements for Allison Outdoors Design. Motion carried. Vote: 7 to 0.

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New Business: Amendment to the By-Laws:

Summer Woodard – Town Manager – What you have before you tonight, it doesn't have to be voted on, it just has to be presented to you a minimum of thirty (30) days prior. It does a couple of things. Please look under Article III for membership. John Jr., our Town Attorney sent this. It states three (3) members will be appointed by the Town Board of Aldermen to serve a one-year (1) term. That should have always said two (2) members. And at the Town Board meeting a week ago, the Town Board adopted an official resolution, which states that the Town Manager's appointment to the Board is not limited to a designated time frame. It basically gives more clarification for the Board. But this can't be voted on tonight.

Bateman – Isn't this already in place?

Summer Woodard – Town Manager – Yes, but this clarifies everything.

Items from the Board

Bateman – I sent Summer an email, providing a link with some events to get up on the calendar.

Summer Woodard – Town Manager – Thank you. That link was very helpful.

Bateman – How many times have you been to the website recently?

Ryske – It's been a long time.

Bateman – We need to change that.

Announcements:

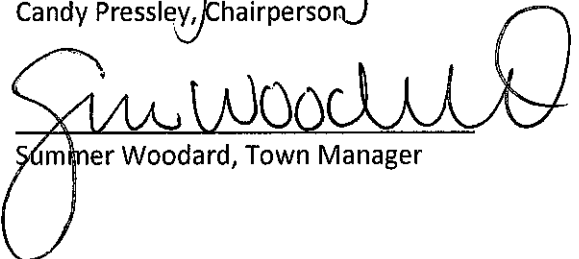
The next regularly scheduled Tourism Development Authority Meeting is Monday April 13, 2015 at 5:30 p.m. in the Town Hall Board Room.

Adjourn:

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

Motion carried. Vote: 7 to 0.


Candy Pressley, Chairperson


Summer Woodard, Town Manager