

Town of Franklin Tourism Development Authority Meeting

May 9, 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 5:30 p.m.

Approval of April 11, 2016 Board minutes

Motion was made by Pullium, seconded by Drake to approve the April 11, 2016 meeting minutes as presented. Motion carried. Vote: 7 to 0.

Approval of Financial Report

Summer Woodard reviewed the Financial Report.

Motion was made by Grubermann, seconded by Pullium to accept the financial report. Motion carried. Vote: 7 to 0. A copy of the report is attached.

Sub-Committee Reports

Finance/budget chair – none

Policy and Procedures – none

Application Review chair – Attached.

New Business: Update/Budget Proposal for FY 2016-2017 from Premiere Marketing

D'Anne Maddox presented on behalf of Premiere. A copy of their Power Point presentation is attached.

D'Anne Maddox – Do you know what your budget looks like?

Summer Woodard – Town Manager – We went ahead and budgeted what we had from last year, but the Tourism Development Authority is welcome to increase or decrease that. But \$113,200 is what's in there now. And thank you for all of your hard work.

Chair Candy Presley – And you mentioned different locations like Alabama and Atlanta, are you going to put that in the proposal?

D'Anne Maddox- Those are large areas and they will eat up our budgets really quick. If we can figure out where we want to go we can look into it. But it's expensive so we don't want to do too much.

May 9, 2016 meeting continued,

New Business: Funding Request for 12th Annual Folk Festival

Theresa Ramsey – Last year we took a year off to seek more sponsors. We still didn't stop doing heritage type things. So we are still trying to get this going, but living history demonstrations are what we offer that is different and unique. We needed other volunteers and didn't get them, but we are going to have this at Cowee Elementary School. The TDC granted us \$4,500. The big hole is not having the Franklin Main Street Program. We are hoping to do that to meet our budget goal, of which \$6,500 is for advertising. You see in our packets the markets we are looking to hit.

Josh Drake – How many attended the year before last?

Theresa Ramsey – The last time in Franklin we estimated 3,500, but it was a rainy day. The year before it was 5,000. And we think we will get a big crowd again, and we think they will spend the night. We need advertising to do that.

Chair Candy Presley – Chairperson – Will it be the same as last year? I was there and it was great.

Theresa Ramsey – Yes, but we want to have more demonstrations.

New Business: Funding Request for Taste of Scotland

Doug Morton – We have learned a lot the last few years. We continue to grow. We are holding back on advertising until we knew what was coming. We will have different attractions this year, including Eric the Great.

Chair Candy Presley – What report are we waiting on?

Doug Morton – I have all of my information from last year in the report, to show you where the money went. We are trying to be as self-supporting as possible.

Chair Candy Presley – And the \$2,500 will be spent on advertising? If so, where do you plan on advertising?

Doug Morton – Yes. Tony Angel does our advertising in magazines and newspapers, and it's quite an extensive layout.

Candy Presley – Can you get that for us, the list? We will need that first before we can vote on it. I know your computer did crash.

Doug Morton – Yes. I'll get that. Thank you.

May 9, 2016 meeting continued,

New Business: Budget Amendment for Pandora Radio

Summer Woodard – Town Manager – This is an amendment for Pandora. \$20,228.00 was our original budget for this. We have spent \$25,114.01. If we can allot the balance of \$4,886.01 from miscellaneous to balance your budget please.

Motion was made by Pullium, seconded by Grubermann to allot \$4,886.01 from miscellaneous/festivals line-item to Pandora Radio App. Motion carried. Vote: 7 to 0.

Old Business: Funding Request for \$3,500 for Smoky Mountain Pregnancy Care Center

Jenny Golding – President of Smoky Mountain Preg. Center – We did get funding from the TDC, of \$2,500, and we are going to be spotlighted by News 13 WLOS; that will be \$700.00. So I think that will help bring more people to the area. And we are trying to attract more sponsors through our Facebook page. We do plan on hitting Tennessee and Journey Magazine.

Donnie Bishop – Was the TDC grant included in the budget we received?

Jenny Golding – No. This was sent to you. But we didn't plan on WLOS and Journey Magazine. We didn't have the foresight of doing these types of advertisements.

Cheryl Pullum – Where will this be?

Jenny Golding – It will be at Bloesma Barn.

Cheryl Pullum – That's not in town.

Jenny Golding – But our clinic is in town. We are reaching the Town of Franklin.

Donnie Bishop – If they are pulling people in, it will still benefit the town. Is there a precedent?

Summer Woodard – Town Manager – There is a precedent, so that's where we struggle.

Josh Drake – I don't care about that. It's just that you're generating a profit. Typically we don't fund revenue generated projects. Even though I will gladly support this personally.

Vickie Springer – I agree with what Josh said, but the accommodations and lodging are in town or close to town.

Motion was made by Springer to match the TDC funding of \$2,500 to the Smoky Mountain Pregnancy Care Center. Motion failed due to lack of a second.

Josh Drake – I know this will be good for Franklin. It's very important. It's just not what we do.

Donnie Bishop – I'll just say your plan is to make money. I don't know that being out of Franklin will put beds in Franklin.

Motion was made by Drake, seconded by Pullium to deny the funding request for Smoky Mountain Pregnancy Care Center. Motion carried. Vote: 7 to 0.

May 9, 2016 meeting continued,

Items from the Board

Vickie Springer – Will present the budget at the next meeting?

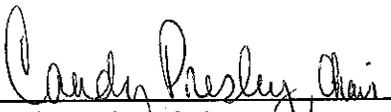
Chair Candy Presley –Yes. But they did ask for our feedback. Alabama and Atlanta still?

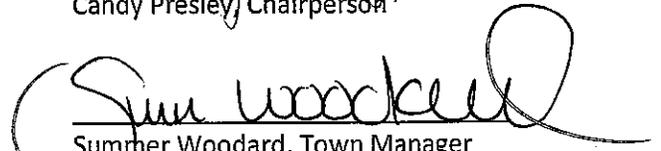
The board agreed with targeting Alabama and Atlanta.

Adjourn

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

Vote: 7 to 0.


Candy Presley, Chairperson


Summer Woodard, Town Manager