

## **Town of Franklin Tourism Development Authority Meeting**

November 9, 2015

Present: Chairperson Candy Presley, Vice-Chair and Town Manager Summer Woodard, Josh Drake, Connie Grubermann, and Cheryl Pullium.

Cheryl Pullium attended the meeting via phone.

The meeting was called to order at 5:40 p.m.

**Motion was made by Woodard, seconded by Presley to verify the affirmation of a quorum. Motion carried. Vote: 5 to 0.**

Summer Woodard – Town Manager – Tim Crabtree is here to present the second annual Ruby Drop. Can we get a motion to add that to the agenda, please?

**Motion was made by Pullium, seconded by Grubermann to add New Year's Ruby Drop presentation to the agenda. Motion carried. Vote: 5 to 0.**

Summer Woodard – Town Manager – I would also like to add to the agenda a discussion on another applicant we received to the Tourism Development Authority Board under new business.

**Motion was made by Presley, seconded by Pullium to add discussion of new application to Tourism Development Authority Board under new business. Motion carried. Vote: 5 to 0.**

### **Approval of the October 12, 2015 board minutes:**

**Motion was made by Woodard, seconded by Grubermann to approve October 12, 2015 board minutes as presented. Motion carried. Vote: 5 to 0.**

Town Manager Summer Woodard submitted the Town of Franklin's financial report.

**Motion was made by Grubermann, seconded by Pullium to accept financials report. Motion carried. Vote: 5 to 0. A copy of the financial report is attached.**

### **Old Business: Funding request for Macon County Transit/ATC**

Summer Woodard – Town Manager – I did discuss this with the Town Attorney. It is possible to do this, but it would need to be an interlocal agreement. In your bylaws, it says we can use funds at our discretion to promote travel and tourism. It disfavors funds to be used for operating expenses, such as utilities and salaries. You can move forward with this if you would like.

Kim Angel – Macon County Transit – I did get to speak with County Manager and the County Attorney, and they are very much in favor of this request.

**November 9, 2015 meeting continued,**

Candy Presley – What exactly would we be funding?

Connie Grubermann – So the total deficit is \$6,750?

Rob Gasbarro – Outdoor 76 – The cost of the program was about \$13,000 and some change. And last year's fares the void left would be \$7,000. We can only use those numbers from last year. We can't predict this year's numbers. But the deficit is not going down. The trail gets popular and popular.

Josh Drake – Have you talked to the Tourism Development Commission?

Rob Gasbarro – They are waiting on this board.

Kim Angel – Macon County Transit – Prior to this year, we were getting a lot of calls to make this trip. It is very costly to do that. It's much more cost effective if you advertise and do more trips. We can provide that service and add another run, going from three times a day instead of two times. We will also do fifteen weeks instead of nine weeks. We still do some transports after the heavy influx of the season.

Josh Drake – I would like to see us do a third, and let them do two-thirds.

Candy Presley – It's definitely a need.

Rob Gasbarro – Hikers coming into town stay here, and they spend money. We have statistical evidence to show this.

**Motion was made by Grubermann, seconded by Drake, to authorize the county and town attorneys to establish an interlocal agreement between the county tourism development commission and the town's tourism development authority for the Appalachian Trail transport service, and to fund fifty percent of the cost; \$3,375. Motion carried. Vote: 5 to 0.**

**New Business: Funding Request for the Natural Bodybuilding Competition for \$1,000**

Mark Ray – This took off last year. Speaking with all of our competitors, all 38, the show was a big success. Most first time shows generally have about 8 to fifteen contestants. We almost doubled that. That being said, I'd like to tell you about what goes into the competition. We have 14 of the 38 from here. The rest of them had to get hotels and spend their money here. We hope to get 80 this year, and a big part of this is advertising.

**New Business: New Year's Ruby Drop**

Tim Crabtree – Motor Company Grill – So we did this last year, and we want to make it an annual thing. We approached the town and requested for the streets to close this year. I have met with all of the Main Street businesses, to get them to be open late. We want to drop it right in the middle of the square, and hopefully this will generate more people and more interest right during the winter when Franklin typically slows down. Building the ruby was our main expense last year. This year we want to spend the money on marketing. We want to put as many businesses on our marketing as possible. We will have entertainment, and other restaurant will as well.

**November 9, 2015 meeting continued,**

Tim Crabtree – Motor Company Grill – We don't expect to break even, but we will do better. Our end goal is to bring people into town. Maybe in five to ten years we will get as many people as Brasstown does.

Josh Drake – Are you going to the county tourism development commission? On your budget it has \$3,000 from the Tourism Development Commission, but it doesn't have us in there.

Tim Crabtree – It's supposed to state Tourism Development Authority.

Josh Drake – So are you asking for \$3,000 from both of them?

Tim Crabtree – Yes. We don't expect to get that much, and last year we got \$1,000.00. Every dollar we get this year will be spent on marketing. We know Motor Company Grill will be busy, but we want everyone to be busy.

**New Business: Applicants for the Tourism Development Authority Board**

Summer Woodard – Town Manager – The first applicant you have is Mr. Donnie Bishop with Frogtown Deli and Market. He would be serving for one of the two vacancies that we have for a tourism related business.

**Motion was made by Woodard, seconded by Presley to recommend Donnie Bishop for a three year appointment to the Tourism Development Authority Board by the Town of Franklin Board of Aldermen. Motion carried. Vote: 5 to 0.**

Summer Woodard – Town Manager – The second applicant you have is Mr. Tim Crabtree with Motor Company Grill and Crabtree General Store.

**Motion was made by Woodard, seconded by Grubermann to recommend Tim Crabtree for a three year appointment to the Tourism Development Authority Board by the Town of Franklin Board of Aldermen. Motion carried. Vote: 5 to 0.**

Josh Drake – He doesn't have any references. Can we just approve somebody?

Summer Woodard – Town Manager – As long as it's tourism related.

**New Business: Economic Development Commission video for Tourism Development Authority website**

Summer Woodard – Town Manager – The Economic Commission Board has put together a video marketing Franklin and Macon County, and Premiere Marketing had the idea to put this marketing video on our website.

**Motion was made by Pullium, seconded by Grubermann to allow Premiere Marketing to put Macon County Economic Development Commission marketing video on the Franklin tourism Development Authority website. Motion carried. Vote: 5 to 0.**

**November 9, 2015 meeting continued,**

Summer Woodard – Town Manager – One thing we do need to discuss pertaining to the Appalachian Trail Committee request. Where would the board like that funding to come from? If you look in your budget, you have funding in your festivals/miscellaneous line item of \$23,927.60.

**Motion was made by Drake, seconded by Grubermann to take Appalachian Trail Committee request for transit funding out of festivals/miscellaneous line-item. Motion carried. Vote: 5 to 0.**

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

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Candy Presley, Chairperson

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Summer Woodard, Town Manager