

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

June 13, 2016

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

Members absent were Connie Grubermann and Vickie Springer.

The meeting was called to order at 5:34 p.m.

### **Approval of May 9, 2016 Board minutes**

Donnie Bishop – We were talking about the Pregnancy Care Center. I said I don't know that being out of Franklin will put beds in Franklin. I was quoted as saying that. My thought was, yes they are making money, but I didn't think being out of Franklin was a disqualifier. Not that I didn't think it was going to put heads on beds in Franklin.

**Motion was made by Drake, seconded by Pullium to approve the May 9, 2016 meeting minutes with amendment from Donnie Bishop. Motion carried. A copy of the minutes are attached.**

### **Subcommittee Reports**

Town Manager presented the financial report. A copy of the report is attached.

**Motion was made by Drake, seconded by Bishop to approve the financial report as presented. Motion carried. Vote: 6 to 0.**

### **No Items from the Board**

### **New Business: Budget Proposal for FY 2016-2017 from Premiere Marketing**

D'Anne Maddox and Beth Payseur from Premiere Marketing presented the budget proposal to the Board, which including paid searches on visitnc.com, five featured event listings on visitnc.com, advertising on trip advisor, Facebook and Instagram marketing, Google Awards, and targeting Montgomery and Birmingham Alabama, and Atlanta, Georgia markets. Their PowerPoint presentation is attached.

Donnie Bishop – On the visitnc.com website, do businesses in town do the travel deals or is that what you do?

D'Anne Maddox – We don't literally have to do that. It will go out in the e-blast newsletter. It would be great if they could come together and do that, but I know it's hard. It will be Franklin in general.

Donnie Bishop – We choose the ten influencers?

D'Anne Maddox – The other ten are available in ten slots throughout the state. You can go out and organically find influencers though.

**June 13, 2016 meeting continued,**

Donnie Bishop – We have 17,000 likes on Facebook. Does that mean every post goes to 17,000 people?

D’Anne Maddox – Yes when they first started. Now it’s only if they follow you. It’s based on an algorithm.

Josh Drake – Do we have the rest of the budget?

Summer Woodard – Town Manager – Yes. I broke it down. What we have budgeted is \$113,200. They have \$80,200 in their proposal, so we need to set aside \$3,350 for an audit and bond again. That leaves \$29,650 for festivals and miscellaneous.

Josh Drake – What was the budget last year?

Summer Woodard – Town Manager - \$113,200.

**Motion was made by Woodard, seconded by Drake to adopt budget as presented with Premiere Marketing’s proposal of \$80,200, \$3,350 for audit and bond, and the remainder of \$29,650 going to festivals and miscellaneous. Motion carried. Vote: 6 to 0.**

**Old Business: Funding Request for 12<sup>th</sup> Annual Folk Festival for \$2,000.**

Josh Drake – We gave \$1,500 last year and normally what we do is go down from what we fund year after year. The idea is to fund different things and hopefully make festivals more self-sufficient.

Donnie Bishop – I think they are trying something new. It’s not something they have done. And the Cowee Heritage Center, I think that’s a big benefit to Franklin. There are great possibilities there.

Josh Drake – I don’t doubt that. The goal, and this is what we have told people for years, is that we want to make them self-sufficient. So over time we help countless festivals start.

Summer Woodard – Remember last year they weren’t able to have one.

Donnie Bishop – I’d like to fund more than \$1,000 because of the new venue. Again there are so many possibilities with this, and they have never done this before.

**Motion was made by Drake, seconded by Bishop to approve \$1,499.00 for 12<sup>th</sup> annual Folk Festival. Motion carried. Vote: 6 to 0.**

**Old Business: Funding Request for Taste of Scotland for \$2,500**

Josh Drake – Did we get the numbers on what he did last year?

Summer Woodard – Yes. They should be in your packets.

**June 13, 2016 meeting continued,**

Josh Drake – I was really more interested in a complete budget from last year. Everyone fills out a budget.

Summer Woodard – Town Manager – Let me run upstairs and get it from last year. I guess that was my mistake. I thought the Board wanted to know where his advertising was going to be. I guess that's my mistake since I left the room last month.

Josh Drake – I just think it is important.

Town Manager Summer Woodard returned with last year's Taste of Scotland budget proposal.

Donnie Bishop – It looks like we gave \$1,500 last year.

Summer Woodard – Town Manager – We do normally try to give festivals less, but we do try to help festivals spend more advertising dollars when they show us where it is going to be spent.

Josh Drake – I'm not sure about this. He is showing a profit of \$1,000. If you take out the \$5,000, and put in the \$2,485, the total cash usage is \$3,840 for a net profit of \$6,000. Now he's saying that's not the case.

Donnie Bishop – Why are you taking out the print media?

Josh Drake – Because the budget two pages later is \$2,485. That's not \$5,000. He's saying that's not the case. I don't have enough information to figure this out. If you are making \$6,000 you don't need money from us.

Doug Morton – Taste of Scotland – I understand.

Summer Woodard – Town Manager – Mr. Morton is owning his mistake. What if he sent the Board his advertising bills, and this Board paid them up to a specified amount. It could be \$1,500 or \$2,500.

Doug Morton – I don't know why this happened. In the past it's usually been right on. So I accept responsibility for any misunderstanding. However, this festival we've made tremendous progress. I think we had \$220 leftover from last year. And that was designated to pay for our website. According to the IRS we can have money left over, and they like that because it saves money for next year. There are no profits. Our whole goal is to bring people to Franklin. That's what we've done.

Josh Drake – I think this application needs to be complete.

Summer Woodard – Town Manager – I don't disagree with that. But I don't think we should punish Mr. Morton or the Taste of Scotland. There is another way to help him by still ensuring his advertising bills get paid.

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**Motion was made by Bishop, seconded by Woodard to grant \$1,450 to Taste of Scotland Festival. Motion carried. Vote: 5 to 1. Voting No: Josh Drake.**

Josh Drake – I just want to emphasize that my vote is not against The Taste of Scotland. It's simply because the application is not complete.

**New Business: Funding Request for Folkmoot for \$2,500**

Angeline Schwab – Folkmoot Organizer – Our events in the past have brought over 200 international performers, from Waynesville all the way across Western North Carolina. Last year I spoke with Mayor Bob Scott and we talked about getting Folkmoot more involved in Franklin. That's what we are doing now. We got the Performing Arts Center to have it. I met with Rotary and we are building a regional connection with them. Rotary wanted a parade in Town, so we got a permit to do that. I wasn't specific on what we were asking for in terms of marketing. I know newspapers are important and we need to have a presence in them. We looked at radio advertising as well. I look forward to working with you. Thank you.

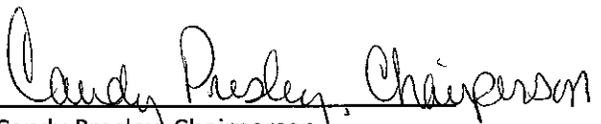
Donnie Bishop – This has a projected net cash flow of \$14,500?

Angeline Schwab – There is a lot of optimism in that number, but I'm hopeful. Our tickets are between \$10 and \$30 apiece. I think moving to a Thursday night is a good thing.

Donnie Bishop – And the advertising will be specifically for Franklin? And all the performers will be in the parade?

Angeline Schwab – That's correct. I think the youth in Rotary are helping out with the parade, but our performers will be in it. All of the details are still pending.

**Motion was made by Drake, seconded by Crabtree to adjourn the meeting at 6:50 p.m. Motion carried. Vote: 6 to 0.**

  
Candy Presley, Chairperson

  
Summer Woodard, Town Manager