

Town of Franklin Tourism Development Authority Meeting

January 14, 2013

Present: Candy Presley, Karen Bacon, Matt Bateman, Mike Grubermann, and Summer Woodard (designated by Sam Greenwood.)

Absent: Vickie Springer

Guests: Tony Angel, Warren Cabe, Dr. San Ho Choi, Farrell Jamison, Doug Morton and Don Perrone

Chair Candy Presley called the meeting to order at 5:30 p.m.

Approval of Minutes

The December 10, 2012 minutes were reviewed.

Matt Bateman made a motion to approve the December 10, 2012 minutes. Mike Grubermann seconded. The motion passed unanimously.

Financial Report

Summer Woodard reported on the financial report (please see attachment.)

Summer Woodard informed the Tourism Development Authority board that the Comcast advertising contract had exceeded the budgeted \$50,000.00. The board needs to vote to approve \$2,934.92; this is the amount that the contract exceeded. Tony Angel informed the board that it was his fault for going over the budgeted amount.

Mike Grubermann made a motion to approve \$2,934.92 for Comcast advertising expenses. Karen Bacon seconded. The motion passed unanimously.

Sub-Committee Reports

Finance/Budget Chair

Mike Grubermann; No report

Policy and Rules of Procedure Chair

Vickie Springer; No report

Application Review Chair

Summer Woodard reported that so far the application review process was going well.

January 14, 2013 meeting continued,

Legal

Revised Tourism Development Authority Contract

Town Attorney John Henning Jr stated that in section five (5) of the TDA contract he had revised this section to state recipient agrees if required by the TDA to present proposed advertising to the TDA board for approval prior to publishing.

Amendments to the Rules of Procedure for the Tourism Development Authority Board

Town Attorney John Henning Jr stated that in section 7.1 he had revised this section to state the Chief Operating Officers duties will be assigned by the TDA chair.

Unfinished Business

Board decision on grant request for Smoky Mountain Center for the Performing Arts for \$10,000.

Candy Presley stated that due to the TDA boards current financial status she would like to see a onetime sponsorship opportunity with the Smoky Mountain Center for the Performing Arts. Nikki Corbin is not able to be here tonight, because she has the flu. I would like to have Nikki Corbin present to the board sponsorship options.

Mike Grubermann made a motion to table this item and look at sponsorship opportunities with the Smoky Mountain Center for the Performing Arts at the next regularly scheduled TDA board meeting. Summer Woodard seconded. The motion passed unanimously.

Board decision on grant request for Stay and Play in the Smokies for \$400.00

Mike Grubermann- How long does Stay and Play in the Smokies plan to be at the fair?

Matt Bateman- One week.

Candy Presley- I do not see how this will benefit Franklin.

Matt Bateman recused himself from voting.

Mike Grubermann made a motion to approve Stay and Play in the Smokies request for \$400.00. This motion failed due to lack of a second.

Summer Woodard made a motion to deny the \$400.00 request submitted by Stay and Play in the Smokies. Candy Presley seconded. Motion carried. Voting yes: Bacon, Grubermann, Presley and Woodard. Matt Bateman recused himself from the vote.

January 14, 2013 minutes continued,

Board decision on Cullasaja River Mine for \$340.00

Summer Woodard made a motion to deny the \$340.00 request submitted by Cullasaja River Mine. Candy Presley seconded. Motion carried. Vote 4 to 1. Voting yes: Bacon, Grubermann, Presley and Woodard. Voting no: Bateman

Board decision on April Fool Trail Days for \$2,000.00

Mike Grubermann made a motion to approve \$2,000.00 for April Fool Trail Days. Karen Bacon seconded. The motion passed unanimously.

New Business

Web traffic report and overview

Tony Angel with Tony Angel Media presented a web traffic report and overview to the TDA board. The number of visitors to the Discover Franklin website has grown significantly since 2011. In 2011, there were 12,398 visitors to the website. In 2012, there were 41,776. The companion website Shopanddinefranklinnc.com has also increased in the number of visitors. In 2011, there were 3,717 visitors to the website. In 2012, there were 10,508 visitors to the website.

Proposal from Tony Angel Media

Tony Angel with Tony Angel Media presented a proposal to do the following for the Tourism Development Authority. Website maintenance discoverfranklinnc.com and shopanddinefranklinnc.com. Services include updates for design (seasonal and event promotion), additional content, and search engine optimization. Social media updating is also included for: Facebook, YouTube, and Google. Graphic design of billboards granted by the TDA for event promotion as well as Franklin promotional boards. Designs would be provided in a timely manner with proofs presented for TDA approval. Advertising development & coordination coordinate specific advertising requests by the Franklin Tourism Development Authority. Services would include design; oversee video production, voiceover work, and placement of any advertising. Proofs of any work would be sent to the TDA for approval. Marketing strategy assistance by working with the Franklin TDA to develop a marketing strategy for 2013 and offer advice and insight as needed throughout the period of the agreement. The monthly retainer fee for my services would be 20 hours at \$800.00

Funding request for the Taste of Scotland and Celtic Festival

Doug Morton presented a grant request on behalf of the Taste of Scotland and Celtic Festival. The Scottish Tartan Festival is requesting \$2,500.00 in advertising for the Taste of Scotland and Celtic Festival June 13-16, 2013. Mr. Morton also requested billboards for the festival. The festival celebrates the Scots-Irish heritage in this area. The Scottish Tartans Museum is the only one in the United States. This will be marketed as a free event. This year there will be a golf tournament followed by a clan gathering and buffet dinner on Thursday June 13, 2013. The Ceilidh will be on Friday June 14, 2013. The Braveheart Marathon will be Saturday June 15, 2013. There will be numerous Scottish activities, food vendors and games throughout downtown Franklin. We are all very excited to bring this festival back to Franklin this year.

January 14, 2013 minutes continued,

Sponsorship Opportunities for the 2013 Appalachian Trail Biennial

Dr. San Ho Choi and Don Perrone presented a sponsorship opportunity on behalf of the 2013 Appalachian Trail Biennial. This is a gathering of hikers, volunteer trail maintainers, ATC members and ATC staff. Over 1,000 people attend this event. The 2013 conference will be held on the campus of Western Carolina University in Cullowhee, NC. The conference will be July 19-26, 2013. Sponsorship levels include Summit \$10,000, Vista \$4,000, Trail 1,000, Supporting \$500, Vendor Exhibitor \$150.00. Hikers are bused to Franklin and Macon County for day hikes.

Mike Grubermann- Will the participants be housed at the University?

Don Perrone- Yes. However, some participants chose to stay in surrounding hotels.

Items from the board

Summer Woodard- I would like to see the TDA board move forward with the strategic marketing plan. I have put together a spreadsheet of expenses incurred thus far by the TDA for fiscal year 2012-2013. This is something we need to look at during the next TDA meeting.

Mike Grubermann- I agree. The TDA board needs to look at Comcast and other advertising commitments.

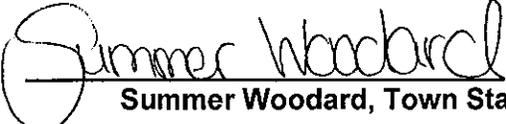
Announcements

Candy Presley announced that the next regularly scheduled Tourism Development Authority meeting will be on Monday February 11, 2013 at 5:30 p.m. in the Town Hall Board room.

Adjournment

There being no further business, Summer Woodard motioned to adjourn and it was seconded by Mike Grubermann. The meeting adjourned at 6:50 p.m.


Candy Presley, Chair


Summer Woodard, Town Staff