

Town of Franklin Tourism Development Authority Meeting

February 10, 2014

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Mike Grubermann, Cheryl Pullium, Vickie Springer and Summer Woodard (designated by Warren Cabe).

Absent: Leland Rykse

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

Chair Candy Presley called for a motion to excuse Leland Rykse from the February 10, 2014 Tourism Development Authority Board meeting.

Motion was made by Josh Drake, seconded by Vickie Springer to excuse Leland Rykse from the February 10, 2014 Tourism Development Authority Board meeting. Motion carried. Vote: 7 to 0.

Approval of Minutes

The January 13, 2014 meeting minutes were reviewed.

Motion was made by Cheryl Pullium, seconded by Josh Drake to approve the January 13, 2014 meeting minutes as presented. Motion carried. Vote: 7 to 0.

Financial Report

Summer Woodard presented the financial report (see attachment.)

Motion was made by Mike Grubermann, seconded by Josh Drake to accept the financial report as presented. Motion carried. Vote: 7 to 0.

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: No report

February 10, 2014 meeting continued,

New Business

Discussion on a Blog Writer for the Tourism Development Authority Website

Summer Woodard presented to the board a price estimate on what it would cost to have a blog writer for the Tourism Development Authority's website www.DiscoverFranklinnc.com. Ms. Woodard stated that Jessica Mason with Premiere Marketing put together two (2) options for the board to consider for a blog. Option one (1) a six (6) month contract with two (2) blog posts a month would \$150.00 per month. This would be a total cost of \$900.00. Option two (2) would be \$100.00 a blog post.

Chair Candy Presley- Do we need a blog writer?

Josh Drake- Yes. The more people we drive to our website the more information we need to have on our website.

Matt Bateman- I would like to see the board take bids for a blog writer.

Summer Woodard- The board could wait and make a decision at the March 10, 2014 meeting.

Josh Drake- We need to get a blog post up as soon as possible.

Chair Candy Presley- The board could approve to do one (1) blog post this month for \$100.00 and then have further discussion at the March 10, 2014 meeting.

Motion was made by Josh Drake, seconded by Mike Grubermann to approve \$100.00 for Anna Raddatz to write a blog post for the DiscoverFranklinNC.com website and to pay this invoice from the reserve. Motion failed. Vote 3 to 4. Voting yes: Bateman, Drake and Grubermann. Voting no: Presley, Pullium, Springer and Woodard.

Josh Drake- Can we take the money from festivals and events?

Summer Woodard- I would not recommend doing this. This should come out of Google Ad-Words or Face book.

Motion was made by Mike Grubermann, seconded by Josh Drake to approve \$100.00 for Anna Raddatz to write a blog post for the DiscoverFranklinNC.com website and to pay this invoice from festivals and events. Motion carried. Vote: 5 to 2. Voting yes: Bateman, Drake, Grubermann, Presley and Springer. Voting no: Pullium and Woodard.

Update on DiscoverFranklinnc.com Website

Summer Woodard informed the board that the website was live and that Jessica Mason with Premiere Marketing would be at the March 10, 2014 board meeting to give an update on the website.

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Update on Google Ad-Words

Summer Woodard informed the board that Jessica Mason with Premiere Marketing would be at the March 10, 2014 board meeting to give an update on Google Ad-Words.

Items from the Board

Matt Bateman- I have several questions about the DiscoverFranklinNC.com website. Would it be appropriate for me to email my questions to Summer Woodard and have her open a dialog with Premiere Marketing?

Summer Woodard- Yes. Email me your questions and I will contact Jessica Mason with Premiere Marketing and discuss this with her.

Announcements

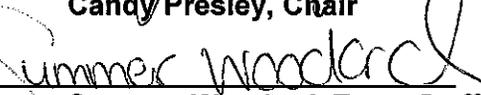
The next regularly scheduled Tourism Development Authority meeting will be Monday, March 10, 2014 at 5:30 p.m. in the Town Hall Board room.

Adjourn

At 6:30 p.m. motion was made by Summer Woodard, seconded by Cheryl Pullium to adjourn. Motion carried. Vote: 7 to 0.



Candy Presley, Chair



Summer Woodard, Town Staff