

# Town of Franklin Tourism Development Authority Meeting

February 11, 2013

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

Absent: None

Guests: Tony Angel, Jessy Boswell, Warren Cabe, Sekou Coleman, Nikki Corbin, Scotty Corbin, Ron Haven, Deb Heatherly, John Henning Jr., and Linda Schlott.

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

## Approval of Minutes

The January 14, 2013 meeting minutes were reviewed

**Matt Bateman made a motion to approve the January 14, 2013 minutes. Vickie Springer seconded. The motion passed unanimously.**

## Financial Report

Summer Woodard reported on the financial report (please see attachment.) Woodard informed the board that the Tourism Development Authority spent \$89,408.83 as of January 31, 2013. The board has \$10,591.17 left out of the 2012-2013 fiscal year budget. The Tourism Development Authority was budgeted \$100,000.00 for FY-2012/2013. Woodard urged the board to stop expenditures, until current commitments were paid.

Candy Presley- Given the financial report, I believe the board needs to stop expenditures. We have several organizations here tonight presenting funding request. If organizations would like to present tonight they may. However, everyone needs to keep in mind where this board is at financially.

Mike Grubermann- The marketing re-treat is scheduled for March 20, 2013. I believe at the re-treat the board needs to look at where we are at financial and decide how we want to commitment funds. We cannot keep going the way we are. The only other option would be to dip into the reserve.

Candy Presley- I believe part of the problem is that the board did not understand that it was running on a fiscal year instead of a calendar year. As of July 1, 2012 the board had already committed half of the budget to one project for \$50,000.00

Summer Woodard- I do not believe that it is wise to commit half your budget to one (1) project.

Candy Presley- As of now the board only has \$10,591.17 left to spend until June 30, 2013. I do not believe the board needs to dip into the reserves.

Mike Grubermann- I agree. The best thing to do is to cut spending off now.

## **February 11, 2013 meeting continued,**

Matt Bateman- We need protocols when using the reserve.

Candy Presley- I believe the marketing plan will help address this issue.

Vickie Springer- Where does this leave all the funding request we have tonight?

Candy Presley- If the organizations here tonight would like to present their funding request they may. I believe the board should take all request into consideration and decide at the next regularly scheduled meeting in March. I believe that after tonight the board needs to stop accepting funding requests until July 1, 2013.

Matt Bateman- How will this affect the work that Tony Angel does for the board?

Tony Angel- I understand the position the board is in. I am not going to let the website, billboards, or any other work fall by the waste side. I am going to take care everything regardless if the board pays me or not. I am going to do what is best for the board and for the Town of Franklin.

John Henning Jr- The board could consider paying Tony Angel for the work he is doing on a month to month basis until the marketing meeting or until the end of this fiscal year.

Candy Presley- We all seem to be on the same page. With that being said I would like to move forward with sub-committee reports and presentations for funding request.

### **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

### **Unfinished Business**

**Vickie Springer made a motion to table all unfinished business until the next regularly scheduled Tourism Development Authority board meeting March 11, 2013; in order to give the board time to reflect on its current financial status. Karen Bacon seconded. The motion passed unanimously.**

## February 11, 2013 meeting continued

### New Business

#### Sponsorship opportunities with the Smoky Mountain Center for Performing Arts

Nikki and Scotty Corbin presented sponsorship opportunities with the Smoky Mountain Center for Performing Arts. There are several different sponsorship opportunities the theater offers. Individual shows and concerts can be sponsored, booklet sponsorship, and advertising/promotion sponsorships. We would like the TDA to consider the theater in their marketing plan for the upcoming fiscal year 2013-2014.

Candy Presley- What type of financial support would you like to see from the TDA?

Scotty Corbin- We would like to see \$50,000.00 given by the TDA to the Smoky Mountain Center for Fine and Performing Arts.

#### Funding request and billboard request for Airing of the Quilts

Deb Heatherly presented a funding request and billboard request for Airing of the Quilts. The event will be May 10<sup>th</sup> and May 11<sup>th</sup>, 2013. Last year there were over 1,200 people in attendance for the event. Downtown merchants stated that last year's event was great for sales. This year we will have vendors and quilts hanging throughout downtown Franklin. Ken the Quilt guy will present a Civil War presentation on quilts. A certified appraiser will be available for appointments on Friday and Saturday. A representative from the North Carolina Quilt Alliance will be on hand to record individual histories of local quilters. Carol Daniel will present a workshop on Friday. I am requesting \$1, 5000.00 and two (2) billboards for this year's Airing of the Quilts event.

Matt Bateman- Do you collect zip codes, addresses, emails, etc?

Deb Heatherly- Yes, we collect zip codes.

#### Funding request and billboard request for Franklin Folk Festival

Linda Schlott presented a funding request and billboard request for Franklin Folk festival. The event will be July 20, 2013 from 9:00 a.m. until 4:00p.m in downtown Franklin. This will be the 10<sup>th</sup> Annual Franklin Folk festival. Last year there were over 1,200 people in attendance. This is a free festival. We will have demonstrators displaying heritage skills and a way of life from the turn of the century with hands on participations, music, vendors, kid's activities/games, contests and over 100 volunteer artisans giving live demonstrations. The Franklin Fire Department will participate again this year and will have booths, games and vintage trucks on display. I am requesting \$2,000.00 and two (2) billboards for this year's 10<sup>th</sup> Annual Franklin Folk festival.

## **February 11, 2013 meeting continued,**

### Funding request and billboard request for Ruby Bash Rally

Karen Flowers presented a funding request and billboard request for Ruby Bash Rally. The event will be August 30<sup>th</sup> and August 31<sup>st</sup>, 2013 at Rose Creek Campground. This will be the 5<sup>th</sup> Annual Ruby Bash Rally. This year we are having a bike show hosted by Full Throttle Magazine, tattoo contest, food, merchandise and concerts. We are anticipating between 300 and 500 participants this year. We will be mailing and hand delivering over 200 posters within a 100 mile radius including GA, TN, SC and NC. Toys for Tots will be promoting the rally on their website. I am requesting \$7,500.00 and two (2) billboards for this year's Ruby Bash Rally.

Vickie Springer- Have you received funding for this event from the TDA in previous years?

Karen Flowers- We have never received funding for this event from the TDA. We have only received billboards.

### Funding request for Hiker Transportation

Ron Haven presented a funding request for Hiker transportation. I haul hikers to and from the Appalachian trailhead to downtown Franklin. Over, 50% of the hikers I transport stay in local hotels and motels. I have been doing this for 13 years. Last year, I spent \$16,000.00 out of my pocket to offer this service. I believe this is a huge benefit to all merchants in Franklin. I am requesting \$8,000.00 to continue providing hiker transportation and offset rising fuel cost. In return, I will do advertising on the side of my bus for the TDA inside and outside. I have a flat screen TV and DVD player inside the bus, which runs ads of local businesses in Franklin.

### Update from Story Point Media

Sekou Coleman and Jessy Boswell gave a brief update on Story Point Media. The mobile app TDA and TDC funded for Story Point Media is up and running. We have had technical difficulties getting the mobile app to become user friendly. We believe we have worked out all the glitches. We deeply apologize for the delay.

Matt Bateman- There seems to be a lot of technical issues with this app.

Sekou Coleman- Yes, there has been a lot of technical issues.

Candy Presley- Who will be promoting the mobile app?

Sekou Coleman- Promotion of the mobile app is by word of mouth.

Matt Bateman- I was under the impression that Story Point Media would be promoting the app.

Sekou Coleman- No, it is up to the local community to promote the app.

Candy Presley- That is not how the mobile app was presented to this board. Story Point Media said they would be handling the promotion of the app.

Jessy Boswell- Story Point Media does not have enough resources to promote, develop, and maintain the app.

February 11, 2013 meeting continued,

**Items from the board**

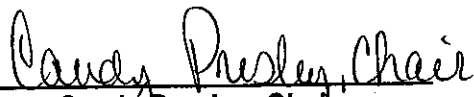
Matt Bateman- The East Carolina University for sustainable tourism is doing a marketing survey. The cost of the survey is around \$2,200.00 for 6 months. The survey includes reports from visitors traveling through our area. This is something I would like to look at during the TDA re-treat in March.

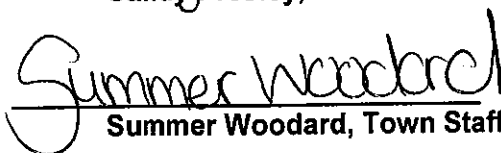
**Announcements**

Candy Presley announced that the next regularly scheduled Tourism Development Authority meeting will be on Monday March 11, 2013 at 5:30 p.m. in the Town Hall Board room. The strategic marketing plan re-treat will be on Wednesday March 20, 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 Karen Bacon. The meeting adjourned at 7:20 p.m.

  
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Candy Presley, Chair

  
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Summer Woodard, Town Staff