

Town of Franklin Tourism Development Authority Meeting

March 10, 2014

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

Absent: Matt Bateman

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

Chair Candy Presley called for a motion to excuse Matt Bateman from the March 10, 2014 Tourism Development Authority Board meeting.

Motion was made by Josh Drake, seconded by Leland Rykse to excuse Matt Bateman from the March 10, 2014 Tourism Development Authority Board meeting. Motion carried. Vote: 6 to 0.

Vickie Springer joined the meeting at 5:35 p.m.

Approval of Minutes

The February 10, 2014 meeting minutes were reviewed.

Motion was made by Josh Drake, seconded by Cheryl Pullium to approve the February 10 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 Josh Drake, seconded by Mike Grubermann 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: There will be two (2) organizations that will be presenting funding request applications at the April 14, 2014 Tourism Development Authority meeting.

March 10, 2014 meeting continued,

New Business

Update on DiscoverFranklinnc.com Website and Google Ad-Words

Jessica Mason with Premiere Marketing gave a brief update on the DiscoverFranklinnc.com website and Google ad-words. The Google ad-words campaign started February 2014 with a budget of \$1,000.00. The Google-ad words budget for March 2014 is \$2,000.00. Two campaigns are up and running. The first campaign is outdoor keywords and the second campaign is tourism keywords. The Discoverfranklinnc.com website received 4,525 visitors from February 1 through February 28, 2014. The top five (5) locations that people viewing the website from include Franklin, NC, Charlotte, NC, Sylva, NC, Atlanta, GA, and Jacksonville, FL. In February 2014 there was a huge increase in visitors to the website. This is when Google-ad-words started running and the new website went live. The website has been successful thus far. It may be a good idea to set up email storage and an e-mail provider for the website. D 'net internet service offers this service. If the board would like to look at this at their next meeting I can research this further.

Chair Candy Presley- Thank you.

Jessica Mason- Does anyone have any questions?

Summer Woodard- Matt Batman emailed me several questions he had in regards to the website. I contacted Jessica Mason in regards to these questions. Jessica and I both felt that these questions needed to be addressed by the entire board. I can go over them now if it is the will of the board.

Josh Drake- I think it would be best to wait until Mr. Bateman is present.

Mike Grubermann- Why is there a "not set" in several of the power point slides?

Jessica Mason- There is no way to change this. This is a default setting in Google ad-words.

Chair Candy Presley- Does anyone else have any questions? There being no other questions. I would like to take this time to thank Jessica Mason for coming to the board meeting an giving an update to the board members.

Funding Request for the 2014 Franklin Folk Festival

Linda Schlott with the Folk Heritage Association of Macon County and Franklin Main Street Program presented a funding request application for the 2014 Franklin Folk festival. The Franklin Folk festival will be Saturday July 19, 2014 from 9:00 a.m. until 4:00 p.m. This is the eleventh year of the Franklin Folk festival. This is the second year that the Franklin Main Street program has partnered with the Folk Heritage Association of Macon County. Main Street will be closed again this year for the event. The event is free. There will be volunteers demonstrating heritage skills, vendors, children's games, and music. We are requesting \$1,500.00 in funding this year from the Tourism Development Authority. Last year we requested \$2,000.00 and received \$1,750.00.

March 10, 2014 meeting continued,

Chair Candy Presley- The board will need to vote on this funding request at their April 14, 2014 meeting.

Invoice for Site Dart Hosting

Summer Woodard informed the board that Site Dart Hosting had sent an invoice to the Tourism Development authority for \$6.25. This is for the launched new word press site and for changes made to the website to make it live. I spoke with Jessica Mason with Premiere Marking to confirm these changes. Ms. Mason informed me that this expense should be taken from the Face book budget.

Motion was made by Josh Drake, seconded by Cheryl Pullium to pay Site Dart Hosting \$6.25 from Face Book. Motion carried. Vote: 7 to 0.

Josh Drake excused himself from the meeting due to a prior commitment at 5:45 p.m.

Discussion on Blog for the DiscoverFranklinnc.com Website

Summer Woodard- Presented a blog proposal from Cherie Faircloth.

Chair Candy Presley- I have an idea that would simplify this entire process. The board determined last month that one (1) blog per month would suffice. I don't see why this board can't rotate between board members each month and write a blog. This would save money in the long run. This budget year is winding down and we need to be cautious how we spend our money.

Summer Woodard- I would be willing to volunteer to write one (1) blog post a month for the board. I would of course submit the blog to the Chairman for approval before it was posted to the website.

Cheryl Pullium- I agree with the chairman the board needs to be cautious how money is being spent.

Leland Rykse- I am okay with Summer Woodard volunteering to write the blog for the Tourism Development Authority.

Motion was made by Cheryl Pullium, seconded by Leland Rykse to designate Summer Woodard to write one (1) blog post per month for the Tourism Development Authority website. Motion carried. Vote 6 to 0.

Items from the Board

There were no items from the board.

Announcements

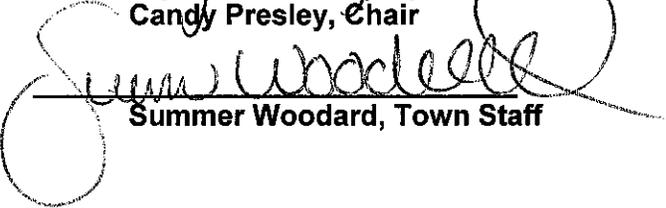
The next regularly scheduled Tourism Development Authority meeting will be Monday, April 14, 2014 at 5:30 p.m. in the Town Hall Board room.

Adjourn

**At 6:00 p.m. motion was made by Cheryl Pullium, seconded by Leland Rykse to adjourn.
Motion carried. Vote: 6 to 0.**



Candy Presley, Chair



Summer Woodard, Town Staff