

Town of Franklin Tourism Development Authority Meeting

March 11, 2013

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

Absent: Karen Bacon

Guests: Tony Angel, Warren Cabe, John Henning Jr., Farrell Jamison, Cheryl Pullium, Linda Schlott and Bill Vanhorn.

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

Addition to Agenda

Chair Candy Presley requested that Bill Vanhorn be added to the agenda to discuss upcoming hiking events in Franklin, North Carolina.

Matt Bateman made a motion to add Bill Vanhorn to the agenda. Summer Woodard seconded. The motion passed unanimously.

Approval of Minutes

The February 11, 2013 meeting minutes were reviewed

Vickie Springer made a motion to approve the February 11, 2013 minutes. Matt Bateman seconded. The motion passed unanimously.

Financial Report

Summer Woodard reported on the financial report (please see attachment.) Woodard informed the board that as of February 28, 2013 the Tourism Development Authority spent and or committed \$90,208.83. The board has \$9,791.17 left out of the 2012-2013 fiscal year budget.

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

March 11, 2013 meeting continued

Unfinished Business

Candy Presley- I would like to recommend to the board to postpone all unfinished business until the April 8, 2013 regularly scheduled board meeting with the exception of the Tony Angel Media request. The board needs to vote on the Tony Angel Media request tonight. The board may want to look at approving Tony Angel's request on a month to month basis, until the new fiscal year begins July 1, 2013. Tony Angel's proposal includes monthly website maintenance and social media maintenance; graphic design of billboard posters; advertising coordination; and help with developing a strategic marketing plan.

Matt Bateman made a motion to approve Tony Angel Media request on a month to month basis starting March 2013 at up to \$800.00 per month. Vickie Springer seconded. The motion passed unanimously.

Mike Grubermann- I agree with Candy's recommendation to postpone all unfinished business given the current financial status of the board.

Mike Grubermann made a motion to table all unfinished business until the April 8, 2013 regularly scheduled TDA board meeting. Vickie Springer seconded. The motion passed unanimously.

Tony Angel- The board needs to consider the billboard request tonight. All five (5) rotating boards need to be changed as soon as possible.

Mike Grubermann made a motion to approve two (2) billboards for the Taste of Scotland; two (2) billboards for Airing of the Quilts and two (2) billboards for the Franklin Folk Festival. Vickie Springer seconded. The motion passed unanimously.

New Business

Update on upcoming hiking events in Franklin, NC

Bill Vanhorn gave a brief update to the board on upcoming hiking events. The Appalachian Trail Committee would like to see more hikers come through Franklin. Hiker transportation is crucial to bringing hikers to Franklin.

Applicants for the Tourism Development Authority Board

Candy Presley- The TDA board currently has (3) three vacancies on the board, there may be a fourth vacancy. Karen Bacon expressed that she may be resigning. I am waiting on a resignation letter.

Summer Woodard- The TDA board has one (1) vacancy for a business directly involved with the collection of rental property occupancy tax. Two (2) vacancies for a tourist related business involved with the collection of state sales tax. We have (4) applicants who have expressed an interest in serving on the board. The following individuals have submitted an application; Josh Drake with Drake Enterprise, Cheryl Pullium with Jamison Jewelers and Ben Van hook with Mountain Pro Real-Estate. Chris Watts with Fatz has expressed an interest, but has not submitted an application. Cheryl Pullium is here tonight if the board has any questions for her.

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Matt Bateman made a motion to recommend Cheryl Pullium to the Town Board of Aldermen for appointment to the Tourism Development Authority Board to fill a vacancy for a tourist related business. Summer Woodard seconded. The motion passed unanimously.

Candy Presley- I would like to recue myself from discussion and voting on applicant Josh Drake, due to a conflict of interest.

Matt Bateman- I have talked to applicant Ben Vanhook. I believe he would be an asset to this board.

Matt Bateman made a motion to recommend Ben Vanhook to the Town Board of Aldermen for appointment to the Tourism Development Authority Board to fill a vacancy for a tourist related business. This motion failed, due to a lack of a second.

Summer Woodard- I would like to have applicants Josh Drake and Ben Vanhook come to the next TDA meeting.

Vickie Springer- I agree.

Mike Grubermann- I would like to have them attend the next meeting as well.

Candy Presley- Summer can you contact applicants Josh Drake and Ben Van Hook and ask them to attend the April 8, 2013 board meeting.

Summer Woodard- Yes.

Items from the board

Candy Presley- I would like to remind the board that the TDA retreat is scheduled for Wednesday, March 20, 2013 at 5:30 p.m. in the Town Hall board room. Please try to attend. The board will discuss our marketing plan.

Announcements

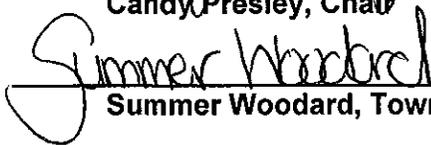
Candy Presley announced that the next regularly scheduled Tourism Development Authority meeting will be on Monday, April 8, 2013 at 5:30 p.m. in the Town Hall Board room.

Adjournment

There being no further business, Summer Woodard motioned to adjourn and it was seconded by Mike Grubermann. The meeting adjourned at 6:00 p.m.



Candy Presley, Chair



Summer Woodard, Town Staff