



Town of Franklin

Town of Franklin Tourism Development Authority Meeting **March 12, 2012 - Town Hall**

Present: Candy Presley, Beverly Mason, Ron Winecoff, Karen Bacon, Summer Woodard (designated by Sam Greenwood), Deb Heatherly, Matt Bateman, Ellen Jenkins and Mike Grubermann.

Absent: Ron Haven.

Guests: Tony Angel, Charlene Romeo, Theresa Ramsey, Anne Hyder, Linda Schlott, and Scott and Nikki Corbin.

Candy Presley called the meeting to order at 5:34 pm.

Approval of Minutes

The February 13, 2012 minutes were reviewed. Ron Winecoff made a motion to approve the February minutes as written. Deb Heatherly seconded the motion. The motion was passed unanimously.

Financial Report

Mike Grubermann reported that the financial reports were distributed and that the figures still show an improvement over last year for January. A new column was added for 2012 so that a continuous comparison can be seen. He also discussed the monthly totals on the Vendor Report Detail

Sub-Committee Reports

Finance/Budget Committee – Mike Grubermann, Other than the reports mentioned above there was nothing further to report.

Policy & Procedures – Sam Greenwood, Chair – No report.

Funding Evaluation Committee – Deb Heatherly, Chair – Deb Heatherly commented that the application form on the town's website needs to be updated.

Unfinished Business –

- A. Comcast Atlanta Advertising Charlene Romeo indicated that Comcast has set up a 35-week schedule from March 19, 2012 to November 25, 2012 which includes 420 paid spots for \$50,000.00 plus added value freebee's that are "fill reel" spots that would be at no charge. She outlined the channels targeted, The History Ch., National Geographic Ch., The Golf Ch., LMN-TV, The Travel Ch., and Comcast Digimedia. She also provided a map of the expanded coverage area that Comcast now has in and around Atlanta. This coverage area is roughly 60-90 miles from downtown Atlanta in all directions. She indicated that the contracts are for two week periods and can be stopped at the end of a period without penalty. They will do monthly billing, so the TDA would have a minimum number of payments rather than bill on a broadcast schedule. There was a discussion of the previous ads being just photos. It was explained by Tony Angel that we now have Michael Roger's videos of the various events and that those would be used in place of still photos. Beverly Mason made a motion to approve the schedule for up to \$50,000.00 based on the two week opt-out capability and that the production costs are included. Deb Heatherly seconded the motion. The motion passed unanimously.

New Business

- A. Funding request for Smoky Mountain Center for the Performing Arts. Nikki Corbin indicated that they have secured Charlie Daniels and have also been able to get Kelly Pickler for the Motorcycle Rally weekend Friday and Saturday nights. Nikki went on to comment that last year there were over 80,000 attendees at performances at the center. Of those attendees 67% were from out of town. The Center's costs are estimated at \$79,000.00 for the two performances they are asking for \$10,000.00 for

the promotion and advertising of the weekend show. The ticket prices are \$41.00 for Charlie Daniels and \$34.00 for Kelly Pickler. The center did \$129,000.00 in out of town advertising last year. Tommy Jenkins commented on the economic development possibilities for the area due to the Center. It was decided to raffle off the 20 sponsor tickets offered by the center. Ron Winecoff motioned to approve \$10,000.00 for advertising for these two shows for the event, with the ads for up to that amount to be billed to the TDA. Summer Woodard seconded. The motion passed unanimously.

- B. Funding request for Franklin Folk Festival. Theresa Ramsey presented a package of information and indicated that they are looking for more outside visitors and they have combined with the Franklin Fire Department for the department's 100th year anniversary. They will be looking to close main Street this year for crafters. They are concentrating on Appalachian crafts and local crafters. They are asking for \$2000.00 in advertising and two (2) billboards. They would like the billboards to be on 441 near Sylva and on the Georgia Road heading to Franklin. Ellen Jenkins motioned to approve the \$2,000.00 for advertising with the Ads billed to the TDA and the two Billboards. Karen Bacon Seconded. The motion passed unanimously.

Items from the floor

No items from the floor.

Announcements

No other announcements at this time.

Next Meeting

The next meeting will be April 9, 2012 at 5:30 p.m. in the boardroom at the Town Hall.

There being no further business, Ron Winecoff motioned to adjourn and it was seconded by Ellen Jenkins. The meeting adjourned at 7:10 p.m.