

# **Town of Franklin Tourism Development Authority Retreat**

**March 20, 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, Delene Morgan and Cheryl Pullium

## **Contracted Services**

### **Billboards**

Summer Woodard- The TDA currently has seven (7) billboards with Allison Outdoor Advertising. The monthly cost for five (5) rotating billboards is \$1,300.00. The monthly cost for two (2) vinyl billboards is \$520.00. The yearly cost for all seven (7) boards is \$21,840.00.

Matt Bateman- Where are the billboards located?

Tony Angel- The five (5) rotating billboards are located in Franklin, North Carolina, Clayton, Georgia, Sylva, North Carolina, and Dillsboro, North Carolina. There are two (2) billboards in Franklin. Clayton, Sylva, and Dillsboro each have one (1) billboard. The two (2) vinyl billboards are located in Otto North Carolina and Sylva North Carolina.

Vickie Springer- Is there a map that shows the exact location of each billboard?

Summer Woodard- I do not have a map, but I can give each board member a copy of the last bill from Allison Outdoor. The bill lists the exact location of each billboard.

Candy Presley- The board may want to consider eliminating the two (2) vinyl billboards to save money.

### **Associated Posters**

Summer Woodard- The posters that go on the billboards are contracted with Associated Posters. Each time the TDA board changes the billboard poster on the five (5) rotating boards the average is between \$60.00 to \$125.00 each.

Matt Bateman- How much does the vinyl posters cost.

Mike Grubermann- The two (2) vinyl posters are guaranteed for three (3) years and the average cost can be from \$200.00 to \$300.00.

Candy Presley- The vinyl posters are expensive. However, they stay up longer and are guaranteed for up to three (3) years.

Vickie Springer- What is on the vinyl posters?

## **March 20, 2013 meeting continued**

Tony Angel- Waterfalls and the TDA's website information are on the vinyl billboards.

Mike Grubermann- The board may want to consider the benefit and costs associated with the vinyl billboards.

Candy Presley- The board may want to look at the cost involved with the maintenance and up keep of billboards and posters.

### Tony Angel Media

Candy Presley- The TDA board decided at the last meeting to contract with Tony Angel Media on a month to month basis, until the new fiscal year begins July 1, 2013. At the regularly scheduled May 13, 2013 TDA board meeting Tony Angel will need to submit another proposal for his scope of work. The contract needs to start July 1, 2013 and end June 30, 2014.

Tony Angel- I will submit another proposal to the board at the May 13, 2013 meeting for the upcoming fiscal year.

### Comcast

Summer Woodard- The TDA board spent a little over \$50,000.00 this fiscal year with Comcast. Advertising was from April thru November 2012.

Candy Presley- This is half of the boards budget.

Matt Bateman- What benefits have come from advertising with Comcast?

Tony Angel- Statistics show that most of the TDA's website hits are coming from the Georgia area.

Vickie Springer- How long has the TDA been advertising with Comcast?

Candy Presley- Two (2) years.

Mike Grubermann- I have a lot of people from the Atlanta area that stay at my bed and breakfast. Comcast has helped bring people to the Franklin area.

Summer Woodard- The board may want to look at another package deal with Comcast. \$50,000.00 is a lot of money of the allotted budget of the TDA.

Candy Presley- I agree.

Mike Grubermann- I would like to have Tony Angel get with Comcast and discuss a lower package rate.

Vickie Springer- I would like Tony Angel to discuss this with Comcast as well.

## **March 20, 2013 meeting continued**

### WLOS

Delene Morgan with WLOS came and gave a brief presentation on advertising opportunities that WLOS is currently offering. Road Trippin is one advertising opportunity that we offer. Our market spans three (3) states, four (4) main cities and twenty eight (28) counties of Western North Carolina, South Carolina and Northeast Georgia. WLOS News 13 will bring great stories, activities, people and places to viewers in 2013 with fun and information news series called Road Trippin. This is a twenty-two (22) week series and will be promoted through News 13 local news, website and face book page. Franklin will be featured on Road Trippin July 8, 2013. The other advertising opportunity that I would like to present to this board is with our cable and satellite. WLOS reaches ninety nine (99) percent of all homes in North Carolina, South Carolina and Northeast Georgia. I have given each of you a copy of our price list (please see attachment.)

Candy Presley- I think this sounds like an excellent opportunity.

Matt Bateman- I agree.

Mike Grubermann- I would to see Tony Angel work with both Comcast and WLOS and come up with a price list for advertising opportunities for each.

### Advertising

#### Print Advertising

Mike Grubermann- The Tourism Development Authority board does not do a lot of print advertising. The Tourism Development Commission does a lot of print advertising.

Vickie Springer- I would like to see the board do some print advertising.

Matt Bateman- The Dashboard and Saddlebags magazine seemed unique.

Tony Angel- If the board decides to do print advertising they should consider Dashboard and Saddlebags.

#### Non-print advertising

Candy Presley- The TDA board focuses a lot of advertising on non-print advertising. This would be Comcast, TDA website, etc.

#### Festivals and Special Events

Matt Bateman- I would like the board to consider looking at a funding pool for festivals. The board needs to set a specific date for all funding requests to be reviewed for the upcoming year.

Summer Woodard- I agree. This would free up some of the board's time and allow them to look at other aspects of tourism.

## **March 20, 2013 meeting continued**

Mike Grubermann- I would like to see the board look at funding the Taste of Scotland, Airing of the Quilts and the Folk festival. The Taste of Scotland and Airing of the Quilts will occur before our new fiscal year begins. The Franklin Folk festival is in July 2013. The board should consider funding this request now, but wait to pay this request after July 1<sup>st</sup>, once our new fiscal year begins. The board has enough money in their budget to grant all three (3) requests the full amount they are requesting, if we do it this way.

Vickie Springer- Can the board place stipulations on funding request?

Mike Grubermann- Yes.

Candy Presley- I do not like this idea. We should not hold payments. We do not need to start our new fiscal year out in the negative.

Summer Woodard- I agree. We should not hold payments.

Matt Bateman- If we held payment until July 1<sup>st</sup> for the Franklin Folk festival would this give them enough time to advertise and use the funding we granted?

Mike Grubermann- Yes, this would give them enough time. All they need to hear from us is a yes or no in regards to funding the festival.

## **Items from the board**

Vickie Springer- I would really like to see the TDA board discuss potential applicants at the next meeting.


Mike Grubermann- I agree.

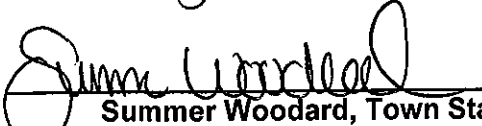
Matt Bateman- I agree. I believe that I may have suggested applicant Ben Vanhook. I am not sure if he qualifies for the position, because his business is outside the city limits.

Summer Woodard- This is something I can look at and discuss with the Town attorney.

## **Adjournment**

There being no further business, Mike Grubermann motioned to adjourn and it was seconded by Matt Bateman. The meeting adjourned at 8:05 p.m.

  
Candy Presley, Chair

  
Summer Woodard, Town Staff