

Town of Franklin Tourism Development Authority Meeting

April 15, 2013

Present: Candy Presley, Matt Bateman, Mike Grubermann, Cheryl Pullium, Vickie Springer and Summer Woodard (designated by Warren Cabe.)

Absent: None

Guests: Tony Angel, Josh Drake, Karen Flowers, Doug Morton and Ron Smith.

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

Approval of Minutes

The March 11 and March 20, 2013 meeting minutes were reviewed

Vickie Springer made a motion to approve the March 11, 2013 minutes. Mike Grubermann seconded. The motion passed unanimously.

Mike Grubermann stated that a page of the March 20, 2013 minutes had been accidentally left out of the agenda packet.

Mike Grubermann made a motion to approve the March 20, 2013 minutes with the understanding that the missing minutes page be added. Vickie Springer seconded. The motion passed unanimously.

Financial Report

Summer Woodard reported on the financial report (please see attachment.) Woodard informed the board that as of March 31, 2013 the Tourism Development Authority spent and or committed \$93,657.13. The board has \$6,342.87 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

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Legal

Town attorney John Henning Jr., will present an amendment to the rules of procedure for the Tourism Development Authority Board at the next regularly scheduled meeting May 13, 2013.

Old Unfinished Business

Mike Grubermann- I would like to see the Taste of Scotland, Airing of the Quilts and the Franklin Folk Festival considered for funding. All three (3) events will happen before the TDA's new fiscal year begins with the exception of the Franklin Folk Festival. However, the Franklin Folk Festival is in early July. The other funding request can be postponed, until the new fiscal year begins. The ruby bash rally is not until September 2013. The hiker transportation request does not have deadline date. The board has agreed to look at sponsorship opportunities with the Smoky Mountain Center for the Fine and Performing Arts.

Matt Bateman- I agree. All three (3) festivals are approaching and need an answer.

Candy Presley- I would like to vote on all funding request tonight. I do not believe it's fair to continue to post-poner funding request. All of the applicants have a right to know if they will or will not receive funding. This has been postponed enough. I am ready to vote on all requests tonight.

Vickie Springer- I can see the rational with waiting on the other events.

Mike Grubermann- We have enough money to give the three (3) upcoming festivals the full amount they are requesting.

Summer Woodard- The Taste of Scotland is requesting \$2,500.00, Airing of the Quilts is requesting \$1,500.00 and the Franklin Folk Festival is requesting \$2,000.00. The total amount being requested amongst these three (3) festivals is \$6,000.00. The TDA board has \$6,342.87 left to spend out of the current year budget. Last month the board agreed to grant two (2) billboards to the Taste of Scotland, two (2) billboards to Airing of the Quilts and two (2) billboards to the Franklin Folk Festival. There will be a cost for the poster change for all six (6) billboards. The cost can range from \$60.00 to \$120.00 per poster.

Mike Grubermann- We can always dip in the reserve, if we need to.

Matt Bateman- This is why we have the reserve. The reserve is not a savings account.

Candy Presley- I do not agree with dipping into the reserve.

Summer Woodard- The board needs to be cautious of all spending at this point. I do not feel comfortable depleting \$6,000.00 out of the \$6,342.87 the board has left out of their budget. The Tourism Development Commission is facing similar financial issues and is only granting half of what festivals request. Unexpected bills may arise.

Cheryl Pullium- I agree. This board is not required and or obligated to grant the full amount requested by festivals. Festivals need to become more self sufficient.

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Candy Presley- I agree, festivals must become self-sufficient.

Mike Grubermann- All three (3) festivals need our help and support.

Mike Grubermann made a motion to grant \$2,500.00 to the Taste of Scotland, \$1,500.00 to Airing of the Quilts and \$2,000.00 to the Franklin Folk Festival. Matt Bateman seconded. Motion failed. Vote 3 to 3. Voting yes: Bateman, Grubermann and Springer. Voting no: Pullium, Presley and Woodard.

Vickie Springer- We all need to compromise.

Vickie Springer made a motion to grant \$2,250.00 to the Taste of Scotland, \$1,250.00 to Airing of the Quilts and \$1,750.00 to the Franklin Folk Festival. Cheryl Pullium seconded. Motion passed. Vote 4 to 2. Voting yes: Pullium, Presley, Springer and Woodard. Voting no: Bateman and Grubermann.

New Business

Allison Outdoor Advertising Contract for Billboards

Tony Angel presented the billboard contract renewal information.

Candy Presley- Are there any other boards in other locations that may be better suited for us?

Tony Angel- I do not know. I can certainly ask.

Cheryl Pullium- The billboard in Dillsboro is very hard to see. I would like to look at alternative locations for the billboards.

Candy Presley- We need to decide if we want to keep the vinyl billboards.

Matt Bateman- How much are we paying a year for the two (2) vinyl billboards?

Summer Woodard- The TDA is paying \$6,500.00 a year for the two (2) vinyl billboards.

Cheryl Pullium- What are the benefits of having the two (2) vinyl billboards?

Tony Angel- The two (2) vinyl boards do not change. The posters on the vinyl board's stay up all year, until the TDA board decides to change them. The benefit of having the two (2) vinyl billboards is it promotes Franklin year round.

Vickie Springer- How long do the vinyl billboard posters last?

Tony Angel- The vinyl billboard posters are guaranteed for three (3) years.

Candy Presley- The board seems to have several questions in regards to billboards and billboard contracts. Would it be possible to have Nelson Bumgarner who is the advertising consultant for Allison Outdoor Advertising come to next TDA meeting?

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Tony Angel- Yes. I will ask Mr. Bumgarner to attend the next regularly scheduled TDA meeting.

Applicants for the Tourism Development Authority Board

Candy Presley- The TDA board currently has (3) three vacancies on the board.

Summer Woodard- The TDA board has one (1) vacancy for a business directly involved with the collection of room occupancy tax. Two (2) vacancies for a tourist related business involved with the collection of state sales tax. We have (3) applicants who have expressed an interest in serving on the board. The following individuals have submitted an application; Josh Drake with Drake Enterprise, Leland Rykse with Signs Express and Ben Vanhook with Mountain Pro Real-Estate.

Mike Grubermann- I have concerns about having three (3) Drake employees on the board. This would be a third of the board membership of nine (9).

Candy Presley- I would like to recuse my-self from voting and discussing Josh Drakes application, due to a potential conflict of interest.

Matt Bateman- I would also like to recuse my-self from voting and discussing Josh Drakes application, due to a potential conflict of interest.

Mike Grubermann made a motion to recommend Josh Drake to the Town Board of Aldermen for a two (2) year appointment to the Tourism Development Authority Board. Cheryl Pullium seconded. The motion passed. Voting yes: Grubermann, Pullium, Springer and Woodard. Presley and Bateman recuse themselves from the vote, due to a potential conflict of interest.

Summer Woodard made a motion to recommend Leland Rykse to the Town Board of Aldermen for a two (2) year appointment to the Tourism Development Authority Board. Matt Bateman seconded. The motion passed unanimously.

Matt Bateman- What about applicant Ben Vanhook?

Summer Woodard- There is only one (1) vacancy left on the TDA board and it is for a business directly involved with the collection of room occupancy tax.

Announcements

Candy Presley announced that the next regularly scheduled Tourism Development Authority meeting will be on Monday, May 13, 2013 at 5:30 p.m. in the Town Hall Board room.

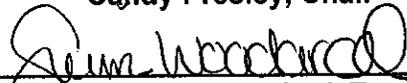
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Adjournment

There being no further business, Matt Bateman motioned to adjourn and it was seconded by Vickie Springer. The meeting adjourned at 6:00 p.m.



Candy Presley, Chair



Summer Woodard, Town Staff