

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

**May 14, 2012 - Town Hall**

Present: Candy Presley, Karen Bacon, Deb Heatherly, Ellen Jenkins, and Summer Woodard (designated by Sam Greenwood.)

Absent: Matt Bateman and Beverly Mason

Guests: Tony Angel, Cindy Cavender, Sylvia Cochran, Nikki Corbin, Linda Harbuck and Linda Schlott.

Candy Presley called the meeting to order at 5:45 pm.

### **Approval of Minutes**

The March 12, 2012 minutes were reviewed.

**Ellen Jenkins made a motion to approve the March minutes as written. Deb Heatherly seconded the motion. The motion was passed unanimously.**

### **Financial Report**

Summer Woodard reported that the financial reports were distributed and that the figures still show an improvement over last year for February.

### **Sub-Committee Reports**

#### Finance/Budget Committee

Summer Woodard, Chair- Other than the reports mentioned above there was nothing further to report.

#### Policy & Procedures Committee

Summer Woodard, Chair – The TDA now has two (2) vacant seats which need to be filled.

#### Funding Evaluation Committee

Deb Heatherly, Chair – No report.

**May 14, 2012 continued,**

### **Unfinished Business**

#### **Smoky Mountain Rumble Bike Rally**

Sylvia Cochran gave an update about the progress of the Bike Rally. Sylvia distributed a draft of the proposed Bike Rally schedule (Please see attached.) Sylvia said that she had not pinned down a location, but was looking at Phillips Street and Stewart Street. Sylvia said she had been working with Main Street Coordinator Linda Schlott. Sylvia said that she had two (2) alternative locations if Phillips Street and Stewart Street did not work. Alternative one (1) is on 441 North where the gem show is located. Alternative (2) is the Macon County Fair grounds. Sylvia said that she would love to have the event downtown, but it was not feasible at this time.

**Summer Woodard made the motion to continue with the original proposed location being at the 441 North site and that Sylvia had until Wednesday May 16, 2012 to tell Chairman Candy Presley if this site is still available and if this site will work with the Bike Rally's current budget. Ellen Jenkins seconded. The motion passed unanimously.**

#### **Recommendations for replacing expiring TDA terms-**

Vicki Springer a real-estate agent for Prudential and Mike Grubermann owner of a Bed and Breakfast expressed interest in filling the two (2) expired TDA terms.

**Karen Bacon made the motion to recommend Vicki Springer to the Town Board to fill the expiring term of Ron Winecoff. Ellen Jenkins seconded. The motion passed unanimously.**

**Ellen Jenkins made the motion to recommend Mike Grubermann to the Town Board to fill the expiring term of Ron Haven. Deb Heatherly seconded. The motion passed unanimously.**

### **New Business**

#### **Funding request for Chamber of Commerce BBQ festival**

Cindy Cavender presented information about the Annual BBQ festival to be held on August 10<sup>th</sup> and 11<sup>th</sup>, 2012. The festival added a car show and natural beauty pageant last year. They requested two (2) billboards and \$3,000 to help pay for a portion of advertising and promotion, signs, posters, flyers, BBQ shirts, locally made awards, entertainment and website maintenance.

**Summer Woodard motioned to approve the two (2) billboards for the Annual Chamber of Commerce BBQ festival. Karen Bacon seconded. The motion passed unanimously.**

**May 14, 2012 continued,**

Update from Smoky Mountain Center for the Performing Arts

Nikki Corbin gave a brief update to the board about the Charlie Daniels and Kellie Pickler concerts. An email blast was sent out to Georgia, Tennessee and North Carolina residents advertising the event. There are two (2) billboards advertising both concerts near Clarksville Georgia. Over 30,000 people view these billboards weekly. A new booklet advertising upcoming events at the performing arts center will be mailed out in July to over 30,000 people. Currently, 300 tickets have been sold for the Charlie Daniels concert and 400 tickets have been sold for the Kellie Pickler concert.

Funding request for Braveheart 5K

Dave Linn submitted request, but was not present at the board meeting to present information about the event. Chairman Candy Presley informed the board that Dave Linn was requesting \$800.00 for advertising and one (1) billboard for the Braveheart 5K run on June 17, 2012. Ms. Pressley informed the board that no billboards were available at this time.

**The board took no action on this matter.**

Items from the floor

Tony Angel presented a new design for the TDA billboards. (Please see attached.) Mr. Angel informed the board that it had been 3 years since the billboard design had been changed. Mr. Angel said that now was the time to start looking at changing the design.

**Deb Heatherly made the motion to approve the design change for the TDA billboards and use the design that Tony Angel presented before the board. Ellen Jenkins seconded. The motion passed unanimously.**

Announcements

There were no announcements at this time.

Next Meeting

The next meeting will be June 11, 2012 at 5:30 p.m. in the boardroom at Town Hall.

May 14, 2012 continued,

**Adjournment**

There being no further business, Deb Heatherly motioned to adjourn and it was seconded by Ellen Jenkins. The meeting adjourned at 7:05 p.m.

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Candy Presley, Chair

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Summer Woodard, Town Staff