

## Town of Franklin Tourism Development Authority Meeting

June 09, 2014

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Mike Grubermann, Cheryl Pullium, and Summer Woodard.

Absent: Leland Rykse and Vickie Springer.

Guest: Lisa Leatherman, Dave Linn and D'Anne Maddox.

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

~~Motion was made by Josh Drake, seconded by Mike Grubermann to excuse Leland Rykse and Vickie Springer. Motion carried. Vote: 6 to 0.~~

Chair Candy Presley requested that the funding request for Bringing It to Life Productions be added to the agenda.

**Motion was made by Summer Woodard, seconded by Mike Grubermann to add Bringing It to Life Productions funding request to the agenda. Motion carried. Vote 6 to 0.**

### Approval of Minutes

The May 12, 2014 meeting minutes were reviewed.

**Motion was made by Cheryl Pullium, seconded by Mike Grubermann to approve the May 12, 2014 meeting minutes as presented. Motion carried. Vote: 6 to 0.**

### Financial Report

There was no financial report.

### 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

June 09, 2014 meeting continued,

### Old Business

Board Decision on 2014 Franklin River Fest for \$2,500.00

**Motion was made by Summer Woodard, seconded by Cheryl Pullium to grant a total of \$2,500.00 to the Rotary Club of Franklin- Daybreak for the 2014 Franklin River Fest. Motion carried. Vote: 6 to 0.**

### New Business

Presentation by Premiere Marketing

D'Anne Maddox gave a brief overview on Google ad words, face book and [discoverfranklinnc.com](http://discoverfranklinnc.com). Two (2) campaigns were run with Google ad words. The campaigns were outdoor keywords and tourism keywords. The top five (5) areas that people viewed the [discoverfranklinnc.com](http://discoverfranklinnc.com) website were from Charlotte, North Carolina, Franklin, North Carolina, Atlanta, Georgia and Raleigh, North Carolina. The discover Franklin face book page went from 445 fans in July 2013 to 5,905 fans as of March 4, 2014. The blogs on the discover Franklin face book page have received several hits. Premiere Marketing would like to present a marketing proposal for fiscal 2014-2015 at the Tourism Development Authority's next meeting

Chair Candy Presley- Please plan to attend the July 14, 2014 Tourism Development Authority's meeting.

Funding Request for Bringing It to Life Productions for \$500.00

Dave Linn gave a brief presentation on the funding request for Bringing It to Life Productions. The goal of this event is to raise funds for the Shriners Hospital in Greenville, South Carolina. I have started marketing for this event. The event is an 80's Flashback 8K run on August 2, 2014. I am asking for \$500.00 for this event.

Chair Candy Presley- The board will make a decision on this request at the July 14, 2014 meeting.

Electronic Billboard Opportunity

Summer Woodard informed the board that Nelson Bumgarner with Alison Outdoor Advertising contacted her and would like to attend the Tourism Development Authority's board meeting July 14, 2014 to discuss a new electronic billboard that is going to be installed on 441 South in Franklin, North Carolina.

Chair Candy Presley- Would you please ask Mr. Bumgarner to attend the July 14, 2014 board meeting.

Summer Woodard- Yes.

### Items from the Board

There were no items from the board.

June 09, 2014 meeting continued,

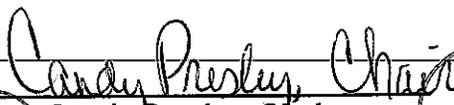
**Announcements**

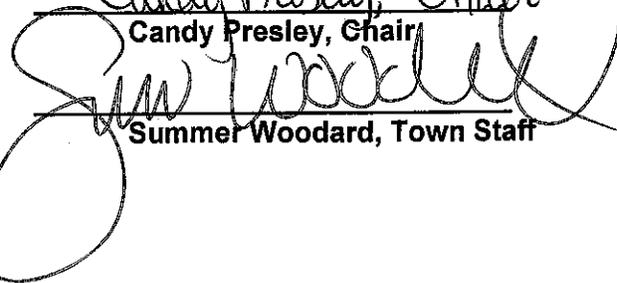
The next regularly scheduled Tourism Development Authority meeting will be Monday, July 14, 2014 at 5:30 p.m. in the Town Hall Board room and this meeting will be the Tourism Development Authority Retreat.

**Adjourn**

At 6:30 p.m. motion was made by Summer Woodard, seconded by Matt Bateman to adjourn. Motion carried. Vote: 6 to 0.

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Candy Presley, Chair

  
Summer Woodard, Town Staff