

Town of Franklin Tourism Development Authority Meeting

June 10, 2013

Present: Chair Candy Presley, Josh Drake, Mike Grubermann, Cheryl Pullium, Leland Rykse and Summer Woodard (designated by Warren Cabe.)

Absent: Matt Bateman and Vickie Springer

Guests: John Henning Jr., D'Anne Maddox and Jessica Mason

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

Summer Woodard made a motion to excuse Matt Bateman and Vickie Springer from the meeting. Josh Drake seconded. The motion passed unanimously.

Announcements:

Chair Candy Presley requested all cell phones, computers, tablets and any other electronic devices be turned off during the meeting.

Chair Candy Presley announced Tony Angel withdrew his advertising proposal for fiscal year 2013-2014.

Chair Candy Presley announced Premier Marketing would like to request to be first on the agenda.

Summer Woodard made a motion to approve Premier Marketing's request to be first on the agenda. Josh Drake seconded. The motion passed unanimously.

New Business

Presentation by Premier Marketing

D'Anne Maddox and Jessica Mason with Premier Marketing gave a power point presentation on various advertising opportunities for the Tourism Development Authority. Target markets include Atlanta, Georgia and Orlando, Florida. The target market for Atlanta, Georgia would be house hold incomes of \$100,000.00 or more. The target market for Orlando, Florida would be women twenty five years of age and older with a house hold income of \$100,000.00 or more. Premier Marketing has put together six (6) media proposals. All proposals are based on a \$100,000.00 budget.

The first proposal focuses on the Atlanta, Georgia market. Allocated funds for local businesses/ festivals would have a \$30,000.00 budget. Digital billboards would have \$55,000.00 budget. Facebook would have a \$6,000.00 budget. Google Adwords would have \$9,000.00 budget. The digital billboards would be in six (6) locations in the Atlanta, Georgia area.

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The second proposal focuses on the Atlanta, Georgia market. Allocated funds for local businesses/festivals would have a \$30,000.00 budget. Digital billboards would have a \$35,000.00 budget. Facebook would have a \$15,000.00 budget. Google Adwords would have a \$20,000.00 budget. The digital billboards would be in four (4) locations in the Atlanta, Georgia area.

The third proposal focuses on the Atlanta, Georgia market. Allocated funds for local businesses/festivals would have a \$30,000.00 budget. Comcast cable would have a \$55,000.00 budget. Facebook would have a \$6,000.00 budget. Google Adwords would have a \$9,000.00 budget. Channels for Comcast cable advertising include HGTV-TV, FOOD-TV, AEN-TV, ESPN-TV and CNN-TV. Comcast cable is broadcasted in Alpharetta, Central Fulton and Gainesville, Georgia. This Comcast proposal would run four (4) consecutive weeks.

The fourth proposal focuses on the Atlanta, Georgia market. Allocated funds for local businesses/festivals would have a \$30,000.00 budget. Comcast cable would have a \$35,000.00 budget. Facebook would have a \$15,000.00 budget. Google Adwords would have a \$20,000.00 budget. Channels for Comcast cable advertising include the same channels that were presented in the third proposal. However, this Comcast proposal would run for a shorter amount of time.

The fifth proposal focuses on the Orlando, Florida market. Allocated funds for local businesses/festivals would have a \$30,000.00 budget. Cable would have a \$55,000.00 budget. Facebook would have a \$6,000.00 budget. Google Adwords would have a \$9,000.00 budget. Channels for the Orlando, Florida cable company include HGTV-TV, ENT-TV, OWN-TV, HLN-TV, STYL-TV and FOOD-TV. Orlando cable is broadcasted in East Orange County, West Orange County and Seminole County, Florida.

The sixth proposal focuses on the Orlando, Florida market. Allocated funds for local businesses/festivals would have a \$30,000.00 budget. Cable would have a \$35,000.00 budget. Facebook would have a \$15,000.00 budget. Google Adwords would have a \$20,000.00 budget. Channels for Orlando cable advertising include the same channels that were presented in the fifth proposal. However, this Orlando cable proposal would run for a shorter amount of time.

Jessica Mason also presented on website tracking. Premier Marketing can offer kissmetrics for the Tourism Development Authority websites; discoverfranklinnc.com and shopanddinefranklinnc.com. Premier Marketing will handle the actual reporting. The software cost is \$150.00 per month for the starter package, \$250.00 per month for the basic package and \$500.00 per month the professional package.

Jessica Mason and D'Anne Maddox both agreed that proposal two would best fit the Tourism Development Authority. Proposal two focuses on the Atlanta, Georgia market. Allocated funds for local businesses/festivals would have a budget of \$30,000.00. Digital billboards would have a budget of \$35,000.00. Facebook would have a budget of \$15,000.00. Google Adwords would have a budget of \$20,000.00. Franklin, North Carolina is Atlanta's first stop in a mountain destination. Making the most of the given \$100,000.00 budget we are using a concentrated media focus. Billboards and social media message will build on each other for effective branding. All media buys will be placed outside of Franklin, NC.

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Mike Grubermann- I am really impressed by the information you have presented. How many other organizations or companies would be on the electronic billboards in addition to what the TDA would be promoting?

Jessica Mason- Six other companies/ organizations would be on the electronic billboards in addition to the TDA.

Summer Woodard- How long is each electronic billboard message?

Jessica Mason- Each message will be displayed on the electronic billboards for ten (10) seconds.

Leland Rykse- How many times can the TDA change the message that is displayed on the billboards?

Jessica Mason- As many times as the TDA wants. The great thing about electronic billboards there is no cost involved when you change the message.

Summer Woodard- Who would design the messages for the billboards?

Jessica Mason- Premier Marketing.

Mike Grubermann- Is Premier Marketing receiving any discounts?

Jessica Mason- No. All discounts will be passed to the TDA.

Candy Presley- What is Premier Marketing charging to do this?

Josh Drake- I told the TDA board last month that this service would be free. Premier Marketing will be doing this free of charge for the TDA board.

Approval of Minutes

The May 8 and May 13, 2013 meeting minutes were reviewed

Josh Drake made a motion to approve the May 8 and May 13, 2013 minutes as presented. Mike Grubermann seconded. The motion carried. Vote 6 to 0.

Financial Report

Summer Woodard reported on the financial report (please see attachment.) Woodard informed the board that as of May 31, 2013 the Tourism Development Authority spent and or committed \$99,279.58. The board has \$720.42 left out of the 2012-2013 fiscal year budget.

Sub-Committee Reports

Finance/Budget Chair

Mike Grubermann: No report

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Policy and Rules of Procedure Chair

Vickie Springer: No report

Application Review Chair

Summer Woodard: No report

Old Unfinished Business

Allison Outdoor Advertising for Billboards

Summer Woodard- The contract between the TDA and Allison Outdoor Advertising will expire June 20, 2013. The TDA board granted the Franklin Folk Festival two (2) billboards for the upcoming festival. The Franklin Folk Festival will be July 20, 2013.

Mike Grubermann- Can the TDA board extend the contract for one month? The posters for this event have already been designed and paid for.

Candy Presley- Summer can you please contact Nelson Bumgarner with Allison Outdoor Advertising and see what our options are?

Summer Woodard- Yes. I will contact Nelson Bumgarner

Discussion on Marketing Plan for Fiscal Year 2013-2014

Leland Rykse- I am really impressed with the information Premier Marketing presented.

Mike Grubermann- I am interested in the electronic billboards.

Cheryl Pullium- How does the information presented by Premier Marketing play into the TDA marketing plan for the upcoming fiscal year?

John Henning Jr., - If the TDA board wishes to do so they can vote to adopt Premier Marketing's proposal.

Summer Woodard- I too am impressed with the marketing options that Premier Marketing presented. However, I would like to have more time to look over the proposal.

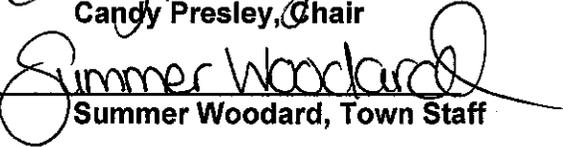
Leland Rykse- I agree. More time would help.

Candy Presley- We have two (2) board members that are absent tonight. I am sure they would like to see this proposal as well.

Continuation of Meeting

At 6:30 p.m. motion was made by Summer Woodard, seconded by Mike Grubermann to continue the June 10, 2013 meeting until Tuesday, June 18, 2013 at 5:30 p.m. Motion carried. Vote: 6 to 0.


Candy Presley, Chair


Summer Woodard, Town Staff