

Town of Franklin Tourism Development Authority Meeting

June 18, 2013

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

Absent: Matt Bateman and Mike Grubermann

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

Summer Woodard made a motion to excuse Matt Bateman and Mike Grubermann from the meeting. Cheryl Pullium seconded. The motion passed unanimously.

Old (unfinished) business

Premier Marketing proposal

Chair Candy Presley informed the Tourism Development Authority Board that Premier Marketing suggested in their proposal to allot \$30,000.00 for local businesses/festivals, digital billboard advertising \$35,000.00, facebook \$15,000.00 and google adwords \$20,000.00. This adds up to \$100,000. The board has a \$100,000.00 budget.

Summer Woodard- I have a problem with spending \$15,000.00 on facebook and \$20,000.00 for google adwords. This is a lot of money. Is there a reason behind this amount of money?

Josh Drake- No. The board could lower the amounts. The only difference is less exposure. I can bring google adwords and show the board how all of this will work.

Candy Presley- Google adwords puts the website you are promoting at the top of googles list.

Summer Woodard- Does google adwords tie in with the websites discoverfranklinnc.com and shopanddinefranklinnc.com?

Josh Drake- Yes.

Leland Rykse- If someone searches on google's search engine for Smoky Mountains, google adwords places your website at the top of the search list.

Vickie Springer- I would not be opposed to lowering the amounts for facebook and google adwords.

Cheryl Pullium- I would like to discuss the amount of funding for festivals. The allotted amount for festivals in this proposal would be \$30,000.00 does this amount include the \$15,000.00 for the Smoky Mountain Center? At one time the TDA and TDC looked at a joint sponsorship. The Smoky Mountain Center is not figured into this proposal unless the board takes money away from festivals.

Candy Presley- The board needs to decide if we are going to sponsor the theater and if so what amount.

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Summer Woodard- Last year the TDA board spent \$30,000.00 for festivals alone. This figure does not include the \$15,000.00 the Smoky Mountain theater received.

Vickie Springer- Would the \$15,000.00 be split between the TDA and TDC?

Cheryl Pullium- No, the \$15,000.00 would be from the TDA alone. The theater was asking for \$30,000.00 to \$50,000.00.

Candy Presley- If the board decides to adopt this budget proposal \$15,000.00 for the theater would need to come out of the festival budget. This would leave \$15,000.00 for festivals.

Summer Woodard- I cannot agree with this. Last year \$30,000.00 went to festivals alone. I do not feel comfortable taking money away from festivals. What if we had a new festival come along?

Cheryl Pullium. I agree.

Leland Rykse- The TDA may decide not to fund the theater. Since the TDA is doing more advertising with facebook, google adwords and digital billboards how effective would the \$15,000.00 be? Is this money well spent or not. I am not sure.

Josh Drake- How much does the board feel comfortable allocating for festivals?

Summer Woodard- No less than \$25,000.00.

Josh Drake- Is the Smoky Mountain Rumble figured into the festivals amount from last year?

Summer Woodard- Yes.

Josh Drake made a motion to accept the proposal presented by Premier Marketing; with the following changes; allotted funds for festivals \$25,000.00, digital billboard advertising \$35,000.00, facebook advertising \$10,000.00, google adwords \$15,000.00 and \$15,000.00 allocated for other expenses. Leland Rykse seconded. The motion passed unanimously.

Josh Drake made to a motion to authorize Premier Marketing to move forward with the digital billboard advertising campaign. Leland Rykse seconded. The motion passed unanimously.

Allison Outdoor Advertising

Summer Woodard informed the board that she had spoke with Nelson Bumgarner with Allison Outdoor advertising and the contract between the TDA and Allison Outdoor advertising will expire June 20, 2013. This contract is for five (5) rotating boards. The TDA board granted the Franklin Folk festival two (2) billboards. One (1) board is located on the Highlands Road and one (1) board is located in Sylva. The Highlands road billboard has been resold. The only other options are the Eller and Owens board and the Dillsboro board. The board will need to pay for an additional poster, due to the Highlands road billboard being resold.

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Josh Drake made a motion to enter into a one (1) month contract with Allison Outdoor advertising for two (2) rotating billboards; and to pay the cost for the additional poster to go on the 441 south billboard. Cheryl Pullium seconded. The motion passed unanimously.

Festival/Event funding pool

Summer Woodard presented to the board the option of a funding pool for festivals. Festivals would apply for funding at a designated time of year. For example, the board could set the deadline for September 3, 2013. At the regularly scheduled September 9, 2013 board meeting the board could listen to presentations by each festival/organization. At the next regularly scheduled October 14, 2013 board meeting the TDA board could vote on funding for each festival (please see attachment.)

Vickie Springer- My only concern with this would be the time frame. How will notification be provided?

Summer Woodard- Notification would be given in the local newspaper and online.

Leland Rykse- This may be better suited for fiscal year 2014-2015.

Josh Drake- I agree.

Summer Woodard- This is just something to start thinking about.

Announcements

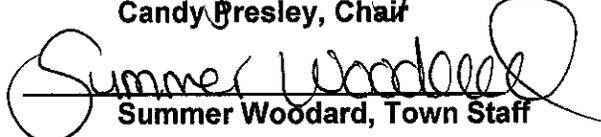
The next regularly scheduled TDA board meeting will be Monday July 8, 2013 at 5:30 p.m. in the Town hall boardroom.

Adjournment

There being no further business, Josh Drake motioned to adjourn and it was seconded by Vickie Springer. The meeting adjourned at 6:20 p.m.



Candy Presley, Chair



Summer Woodard, Town Staff