

Town of Franklin Tourism Development Authority Meeting

August 13, 2012

Present: Karen Bacon, Matt Bateman, Mike Grubermann, Deb Heatherly, Vickie Springer and Summer Woodard (designated by Sam Greenwood.)

Absent: Ellen Jenkins, Beverly Mason, and Candy Presley

Guests: Tony Angel, Dr. San Ho Choi, Nikki Corbin, John Henning Jr, Tony Hernandez, Martha Holbrook and Linda Schlott.

Summer Woodard chaired the meeting due to Candy Presley's absence. The meeting was called to order at 5:35 p.m.

Approval of Minutes

The July 9, July 24 and July 31, 2012 were reviewed.

Matt Bateman made a motion to approve the July minutes as written. Deb Heatherly seconded the motion. The motion passed unanimously.

Financial Report

Summer Woodard reported on the financial report (please see attachment.)

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 – Please find an updated contact list for each Tourism Development Authority member. This list includes each member's term.

Funding Evaluation Committee

Deb Heatherly, Chair – No report.

August 13, 2012 continued,

Unfinished Business

Smoky Mountain Rumble Bike Rally

Sylvia Cochran was not in attendance.

John Henning Jr- Informed the Tourism Development Authority board that the certificate of liability insurance came through for the Smoky Mountain Bike Rally.

New Business

Funding request for Christmas Events

Linda Schlott submitted a request for \$3,500.00 for Christmas events. Ms. Schlott stated that Christmas events included the tree lighting and candlelight service, letters to Santa, cookies with Santa, and Winter Wonderland. Winter Wonderland consists of live entertainment, wagon rides, ice sculpture slide and demonstration. Each year many are visitors here on Thanksgiving weekend and these activities show them how the holidays are celebrated in a small town. The next week as we answer the letters to Santa, there are a lot of letters sent to Florida, Georgia, Tennessee, and South Carolina.

Matt Bateman- How many letters do you answer that are from the states you mentioned?

Linda Schlott- I cannot give you an exact number.

Vickie Springer- Is this request the same as last years?

Linda Schlott- Yes.

Request for four (4) Holiday Billboards

Linda Schlott submitted a request for four (4) billboards for the 2012 Holiday Season. Two (2) billboards will be used for Pumpkin Fest. Two (2) billboards will be used for Winter Wonderland.

Funding request for the Nantahala Hiking Club

Dr. San Ho Choi submitted a request for \$500.00 for Family Hike Day sponsored by the Nantahala Hiking Club. Mr. Choi stated the Nantahala Hiking Club and Appalachian Trail Conservancy are holding a Family Hike day on September 29, 2012 at the Standing Indian shelter. Family Hike day encourages families to hike together and experience the many trails around Franklin and Macon County. This is a national event. Many hikers come to Franklin from outside the area. The primary purpose of this event is to bring people into Franklin who may never have experience hiking with their families.

Matt Bateman- Is this the first year for the event?

Dr. Choi- No. 2011 was the first year.

August 13, 2012 continued,

John Henning Jr- Does your organization have liability insurance coverage?

Dr. Choi- Yes.

Summer Woodard- Will the \$500.00 be for advertising?

Dr. Choi- Yes. The money will be used strictly for advertising.

Mike Grubermann- Has your organization considered having an event downtown or in this building?

Dr. Choi- Yes.

Funding request for Smoky Mountain Center for the Performing Arts

Nikki Corbin submitted a request on behalf of the Smoky Mountain Center for Performing Arts for \$10,000.00. Ms. Corbin stated the Smoky Mountain Center for Performing Arts would like the Tourism Development Authority to sponsor November 2012, events taking place at the Smoky Mountain Center for Performing Arts. Over 60 % of people attending events at the theater are from out of Town. The November line-up will enhance tourism in the Town of Franklin. Ms. Corbin also gave the board an update on the Charlie Daniels and Kellie Pickler ticket sales thus far for the August 24 and 25 concerts (please see attached.)

Matt Bateman- How are ticket sales for Charlie Daniels and Kellie Pickler?

Nikki Corbin- As of this morning Charlie Daniels is at 850 tickets sold. Kellie Picker is over 1,000 tickets sold.

Mike Grubermann- Do you know if the ticket sales in Florida are from second home owners?

Nikki Corbin- I do not know. I do know that a lot of second home owners use their address here in Franklin.

Funding request for Downtown Businesses

Tony Hernandez and Martha Holbrook submitted a request on behalf of the Downtown Businesses for \$6,000.00. Ms. Holbrook stated they had been working on Street Fest. Street Fest is a monthly Friday night block party with shopping, dining, music and an outdoor movie. The marketing we use for this event is local and regional news paper ads, social media and radio. We are trying to focus on 24-44 age groups to try and grow our population. The next Street Fest is August 17, 2012. We plan to have a Street Fest in September and October. Ms. Holbrook stated she would like to go over the chart from their facebook page (please see attached.)

Deb Heatherly- How is this event different from Pickin on the Square?

Martha Holbrook- Pickin on the Square is a contained event on the Square. Outside vendors set up on the square. Street Fest is spread out throughout downtown.

August 13, 2012 continued,

Tony Hernandez- My business doubled at the July Street Fest.

Deb Heatherly- Do all the downtown business stay open for Street Fest?

Martha Holbrook- Yes.

Summer Woodard- Are you asking for funding on behalf of Venture Local? I noticed Venture Local is a sponsor of this event.

Martha Holbrook- No. Venture Local is a citizen group that has put some ideas together to help the downtown merchants. This request is from the downtown merchants.

John Henning Jr- Do you have insurance for this event?

Martha Holbrook- We have not looked at insurance.

John Henning Jr- You need to look into special event insurance coverage for this event. There is a potential for liability with this event.

Summer Woodard- You are asking for a total of \$6,000.00. Are you asking for \$2,000.00 for each Street Fest?

Martha Holbrook- Yes. The movie and the screen are the biggest cost so far.

Summer Woodard- What are you going to do for advertising?

Martha Holbrook- We are running ads in the newspaper, radio and social media.

Summer Woodard- Is the Downtown Businesses a new organization?

Martha Holbrook- We are putting back together the Downtown Merchants.

John Henning Jr- The session law that allowed for the creation of the Tourism Development Authority says that 2/3 of funding must go to advertising. 1/3 for other tourism related expenditures. More than 1/3 of the expense for this event is not going towards tourist related expenditures. Is someone keeping up with how much is being given for all funding request on this basis?

Summer Woodard- This is something that needs to be discussed at the Tourism Development Authority retreat. This is a good point.

Tony Hernandez- Part of the movie is advertisement. There will be a list of sponsors and the Tourism Development Authority would be listed as a sponsor.

Mike Grubermann- The Tourism Development Authority does not having anything to sell. This is not a marketing ploy on our part, because we are not selling anything.

Tony Hernandez- We want to make Franklin a nice destination for people to come to.

August 13, 2012 continued,

Martha Holbrook- We had a really nice turn out at the last Street Fest.

Vickie Springer- Is Downtown Businesses an organization? Or is this just the merchants getting together and putting this on? Are we giving money to an organization?

John Henning Jr- This ties back into the insurance question as well. It would be better if you at least had an association with by-laws and officers.

Martha Holbrook- We are bringing back the downtown merchants group. We are reviving this group.

Mike Grubermann- You will need some official state standing.

Matt Bateman- Was the WNC Outdoor Athlon partially funded by this board?

Deb Heathlery- The promoters of this event turned bills in for advertising. We only funded advertising.

Mike Grubermann- We did not give the WNC Outdoor Athlon a cash grant. We only agreed to help pay for advertising. We paid for ads through the Tourism Development Authority.

Matt Bateman- So this grant request for Street Fest is do able?

Mike Grubermann- Yes, the advertising portion.

Matt Bateman- I attend the last Street Fest. The streets were full. People were carry shopping bags. From what I can gather from the merchants there was a direct benefit from this event.

Advertising opportunity with Dashboard and Saddlebags Magazine

Summer Woodard stated that Mr. Jay would not be able to attend this meeting. Ms. Woodard requested the board to remove this item from the August 13, 2012 Tourism Development Authority meeting and revisit this at the September 10, 2012 Tourism Development Authority meeting.

Mike Grubermann motioned to postpone the advertising opportunity with Dashboard and Saddlebags magazine until the September 10, 2012 Tourism Development Authority meeting. Vickie Springer seconded. The motion passed unanimously.

Tourism Development Authority Board Retreat

Summer Woodard informed the board that the Tourism Development Authority Board Retreat will be at the regularly scheduled board meeting on October 8, 2012 at 5:30 p.m. in the Town Hall board room.

August 13, 2012 continued,

Board Decision on Funding Request

Summer Woodard stated that the Town attorney was here to review the guidelines for Tourism Development Authority funding request.

John Henning Jr- I will have more information on this at the board retreat in October. As for tonight nothing is outline. However, I would recommend that the Tourism Development Authority board require that all organizations coming before the board with funding request have proper insurance coverage and know what organization they are representing.

Mike Grubermann- This should be added as a page to the funding request application.

Summer Woodard- Mr. Henning does all of this need to be taken care before funding is allotted to the organization requesting funds?

John Henning Jr- Yes.

Funding request for Christmas Events

Deb Heatherly motioned to approve \$3,500.00 for Christmas events for the 2012 Holiday season. Mike Grubermann seconded. The motion passed unanimously.

Request for four (4) Holiday Billboards

Deb Heatherly motioned to approve two (2) billboards for Pumpkin Fest and two (2) billboards for Winter Wonderland. Mike Grubermann seconded. The motion passed unanimously.

Funding request for the Nantahala Hiking Club

Mike Grubermann motioned to pay up to \$500.00 in advertising for Family Hike Day sponsored by the Nantahala Hiking Club; all advertising bills must be submitted to the Tourism Development Authority in order to be paid. Vickie Springer seconded. The motion passed unanimously.

Funding request for Smoky Mountain Center for the Performing Arts

Matt Bateman motioned to table the Smoky Mountain Center for Performing Arts request for \$10,000.00 until the October 8, 2012 Tourism Development Authority meeting. Mike Grubermann seconded. The motion passed unanimously.

Funding request for Downtown Businesses

Deb Heatherly motioned to postpone discussion to the next Tourism Development Authority board meeting on September 10, 2012 to give time for insurance and have an entity in place. Vickie Springer seconded. The motion passed unanimously

Items from the Floor

Bob Scott- I have sometimes been a critic of the Tourism Development Authority. I must say that I am impressed with how each of you are showing professionalism. I want to thank each of you for all that you do.

Summer Woodard reminded the Tourism Development Authority board about the retreat scheduled for October 8, 2012.

Matt Bateman- I will not be able to attend the retreat. Could we see about getting the date changed?

Summer Woodard- I will mention your request to Chairman Candy Presley.

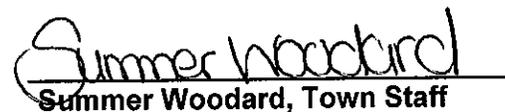
Next meeting

The next meeting will be on September 10, 2012 at 5:30 p.m. in the boardroom at Town Hall.

Adjournment

There being no further business, Deb Heatherly motioned to adjourn and it was seconded by Karen Bacon. The meeting adjourned at 6:45 p.m.


Candy Presley, Chair


Summer Woodard, Town Staff