



# Town of Franklin

## **Town of Franklin Tourism Development Authority Meeting** **September 12, 2011 - Boiler Room**

Present: Candy Presley, Ron Haven, Sam Greenwood, Ron Winecoff, Ellen Jenkins, Beverly Mason, and Mike Grubermann.

Absent: Deb Heatherly,

Guests: Sylvia Cochran, and Nichole Queen

Candy Presley called the meeting to order at 5:33 pm.

### **Approval of Minutes**

The August 8, 2011 minutes were reviewed. Beverly Mason made a motion to accept the July minutes. Sam Greenwood seconded the motion. The motion was passed unanimously.

### **Financial Report**

The financial report for August that was previously distributed was discussed. It appeared that we were within 1% of June 2010's revenue.

Candy reported that at the last tourism show she attended that the state Visitors Guide magazine and VisitNC.Com seemed to be pushing Asheville, Charlotte, and the coast with their handouts. There was nothing else from western NC.

After event funding reports were received from The Taste of Scotland and the Folk Festival.

### **Sub-Committee Reports**

Finance/Budget Committee – Mike Grubermann, - No other report

Policy & Procedures – Sam Greenwood, Chair – Need to post meeting dates and location.

Funding Evaluation Committee – Deb Heatherly, Chair - No Report

### **Unfinished Business**

- A. Grant request for the Outdoorathon. – Due to time constraints, Outdoor 76 provided documentation for the requested funding for advertising on WFSH in Atlanta after the meeting. An Email concurrence was obtained and the TDA board was requested to ratify their agreement to spend \$3500.00 on advertising on radio in Atlanta and to approve two billboards that were requested. The radio ads are to be correctly billed to the TDA and will be paid directly to the radio station by the TDA. Ron Winecoff made a motion to approve the \$3500.00 radio ad expenditure with WFSH in Atlanta. Beverly Mason seconded the motion. The motion passed unanimously. Beverly Mason Made a motion to approve the use of two billboards to advertise the Outdoorathon. Ellyn Jenkins seconded the motion. The motion passed unanimously.
- B. Discussions of Suggestions for replacement board members. Candy read a letter from Matt Bateman requesting consideration for a board appointment. His business is "Stay and Play in the Smokies" which is directly tourism related. There were several other names mentioned however there was no confirmation of interest from the others. After discussion Ron Winecoff motioned to recommend to the Town Board the appointment of Matt Bateman to the TDA. Ronnie Have seconded the motion. The motion passed unanimously. There will more discussion at the next meeting.

- C. Update on the bike rally. Sylvia Cochran reported that she has had discussions with the American Motorcycle Association and they were favorable on the rally. It is already getting some press. There was a discussion of naming the rally. She and her husband discussed using "Smoky Mountain Rumble" as the event name. there was discussion. Ellyn Jenkins motioned to use the name as presented. Ron Winecoff seconded the motion. The motion passed unanimously. Sylvia commented that she wants to build a website for the rally and to get on Facebook and Twitter. She stated she was just back from Columbus, GA and wants to do that type rally here. She also wants to get ready for the spring shows with handouts and ads for this rally. Sam Greenwood motioned to approve the requested website and associated expenses for \$1245.00. Ron Haven seconded the motion. The motion passed unanimously.

### **New Business**

- A. Advertising request from Nicole Bates Queen. She presented a request for the TDA to advertise in her publication "Hot Spots" Prices ranged from \$75.00 to \$185.00 for various size ads per issue and the magazine is published six times a year. There was much discussion about spreading too thin with advertising, especially with publications without keep-able content. Ron Winecoff made a motion to hold off on this. Sam Greenwood seconded. The motion passed unanimously.

### **Items from the floor**

Ron Haven asked if the gun show could use available billboards for advertising the November gun show. A motion was made by Sam Greenwood and seconded by Deb Heatherly to approve the gun show's use of the billboards provided they pay the cost of the ad copy to placed. Motion Passed unanimously

### **Announcements**

No announcements at this time.

### **Next Meeting**

Monday, September 12th at 5:30 pm at The Boiler Room.

There being no further business, Candy Presley called for a motion to adjourn. Motion was made by Ron Winecoff and seconded by Sam Greenwood. The meeting adjourned at 7:00 p.m.