

# **Town of Franklin Tourism Development Authority Meeting**

**October 8, 2012  
Retreat Minutes**

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

Guests: Tony Angel, John Henning Jr

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

## **Board membership**

### *A.) Review current membership, requirements of Session Law 2004-105*

Candy Presley- From this point forward the agenda, meeting notifications, and any business associated with the Tourism Development Authority Board does not need to be openly discussed in email. All information needs to be funneled through one source. I would suggest that everything be funneled through Summer Woodard since she has a Town email address.

Matt Bateman- Would it be possible for TDA board members to have a Town email address?

Deb Heatherly- I think it would be helpful if all information came from one entry point.

John Henning Jr- I would recommend that all information be funneled through one source. The board should use caution when sending emails back and forth with other board members.

John Henning Jr – I would like to briefly go over session law 2004-105. The session law states that the authority shall use at least two-thirds of funds remitted to it under this subsection to promote travel and tourism in Franklin and shall use the remainder for tourism related expenditures. I feel that the board is meeting these guidelines.

Mike Grubermann- I agree. This board is meeting the guidelines set forth by session law 2004-105.

### *B.) Upcoming vacancies, appointment procedure*

Candy Presley- We have (3) three vacancies that we will need to fill.

Summer Woodard- We have (2) two vacancies for a tourist related business involved with the collection of state sales tax. One (1) vacancy for a business directly involved with the collection of rental property occupancy tax. John Henning Jr and I are working on an application form. All vacancies are published online at [www.franklinnc.com](http://www.franklinnc.com) and in local newspapers.

**October 8, 2012 continued**

**Officers**

*A.) Discuss need to elect Vice Chair, Treasurer and Secretary at next regular meeting*

Candy Presley- We need to consider electing a vice chair, treasurer and secretary. We currently do not have any of these positions filled.

Mike Grubermann- I do not see a need for a treasurer or a secretary. Town Finance Officer Janet Anderson serves as treasurer to the board and Summer Woodard is a paid employee with the Town of Franklin, therefore she should continue to do the minutes.

Beverly Mason- I agree. However, I do see a need for a Vice Chair.

Matt Bateman- What is the role of the Vice Chair?

John Henning Jr- The vice Chair oversees the meeting, if the Chair is absent.

*B.) Application review committee chair*

Candy Presley- We need to consider subcommittees. I would suggest we look at having an application review committee chair. I believe this would alleviate any confusion with the grant application process.

Vickie Springer- I agree. There seems to be a lot of confusion with funding requirements.

Matt Bateman- What would the application review committee chair be responsible for?

Candy Pressley- They would be responsible for overseeing that all funding request were filled out correctly. They would also be responsible for bringing the funding request applications to the attention of the TDA board.

Mike Grubermann- The chair of this committee needs to enforce the (2) two month requirement. All funding request are due (2) two months prior to the regularly scheduled meeting.

Matt Bateman- An applicant would submit their funding application to the committee chair (2) two months in advance. For example an applicant submits their application in July to the committee chair. Their application would be presented to the TDA board at the August meeting and then the TDA board would vote on the request at the September board meeting?

Mike Grubermann- Yes.

*C.) Finance and Budget committee chair*

Candy Presley- We need to consider re-appointing someone to this committee at our next regularly scheduled meeting.

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*D.)Policy and Procedures committee chair*

Candy Presley- We need to consider re-appointing someone to this committee as well.

**Funds request procedure**

*A.)Review current procedure*

Candy Presley- I think this is where the application review committee chair would be a great benefit to this board and to the applicants.

Matt Bateman- I agree.

Vickie Springer- I agree too. We really need to have everyone on the same page.

*B.)Discuss time needed to review*

Candy Presley- We need to have ample time to review each funding request. I feel that lately requests are being submitted at the last minute and the board does not have enough time to review each application.

Mike Grubermann- I agree. We need to start enforcing our requirement that all funding applications adhere to the (2) two month rule.

*C.)Discuss adding insurance requirement on funding request form*

John Henning Jr- The TDA needs to require all funding request applicants to provide proof of liability insurance.

Mike Grubermann- This needs to be listed as a requirement on the funding request application.

Deb Heatherly- I agree.

Matt Bateman- We need to require all applicants provide proof of liability insurance.

*D.)Time requirement for grant application presentations*

Candy Presley- We need to limit funding application presentations to an allotted amount of time.

Deb Heatherly- We set a time limit on applications.

Mike Grubermann- Yes, we did. We need to start enforcing it.

Matt Bateman- What is the allotted time?

Mike Grubermann- 5 minutes.

Summer Woodard- We need to enforce this.

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*E.)Review current forms*

Summer Woodard- I have included in everyone's notebook all the current forms that the TDA is responsible for. The funding request form, project report, rules of procedure, resolution authorizing the establishment of the TDA, session law 2004-2005 room occupancy establishment, minutes, and financial reports should be in everyone's notebook. Also, all forms and information is available online at [www.franklinnc.com](http://www.franklinnc.com).

Matt Bateman- I have never saw a project report presented to the TDA board.

Mike Grubermann- There have been several project reports presented to this board. I have personally distributed them to you and other members in the past.

**Legal Review**

*A.)Open meetings law*

John Henning Jr- I would like to remind the board that the TDA board is subject to the open meetings law. All business of the TDA is public record. This includes emails between board members discussing TDA business. The board should use caution when emailing other board members. The TDA is required to give at least 72 hours notice of any called meeting.

Matt Bateman- Can you explain in more detail what is considered an open meeting?

John Henning Jr- Any discussion amongst board members in public, private or via email is considered to be an open meeting.

*B.)Public records law*

John Henning Jr- I would also like to take this time to remind the board that all business conducted for the TDA is considered to be a public record. This includes all board meetings and emails between board members discussing TDA business. The TDA is subject to all public records request, meeting minutes and emails.

Vickie Springer- Does this include private email accounts?

John Henning Jr- Yes.

*C.)Discuss role of Chief Operating Officer*

John Henning Jr- The Town Manager or any person that the Manager may designate shall be the Chief Operating Officer of the organization. The Chief Operating Officer is subject to the provisions of the rules of procedure and the supervision and control of the Chairman. The role of the Chief Operating Officer needs to be more clearly defined in the bylaws. I will look into this and present more information on the role of the Chief Operating Officer at the next regularly scheduled TDA meeting.

*D.)Consider blanket insurance requirement*

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John Henning Jr- I am still working on this. I will have more information on this at the next regular TDA board meeting.

**Finances**

*A.)Review budgeting process*

Summer Woodard- The TDA budget is set forth by the Town Manager. The TDA budget is part of the Town of Franklins budget. The TDA budget runs on a fiscal year. One fiscal year is from July 1<sup>st</sup> until June 30<sup>th</sup>. Last FY/2011-2012 the TDA was budgeted \$90,000. This fiscal year FY/2012-2013 the TDA has been budgeted \$100,000.

*B.)Discussion of financial statements*

Summer Woodard- I have been working with Janet Anderson Finance Officer for the Town of Franklin. Each month Ms. Anderson prepares a financial statement for me to distribute to the TDA board.

Matt Batman- I have not been getting the financial statements.

Summer Woodard- I distribute a financial statement at every regularly scheduled TDA meeting.

Candy Presley- I have received a financial statement every month.

Mike Grubermann- I would like to see the TDA board receive the monthly comparison worksheet.

Summer Woodard- I can start providing the monthly comparison worksheet.

*C.)Reserve funds*

John Henning Jr- To my understanding the TDA has a reserve of (25) twenty five percent. However, this is not clearly defined in the TDA bylaws.

Mike Grubermann- The TDA does have a reserve of (25) twenty five percent. This was set in place when the TDA was first established. However, it is to my understanding that the reserve amount is nearing \$89,000. I would suggest that the TDA board look at capping this amount.

Candy Presley- I agree. We need to consider setting at cap.

John Henning Jr- I will look into the language that is needed to do this and present more information on this at the next regularly scheduled TDA board meeting.

**Other discussion as needed**

Tony Angel- The TDA currently has (2) two billboards on the Highlands Road. I am working to see if we can change one of the billboards to alternative location. I will have more information on this at the next scheduled TDA board meeting.

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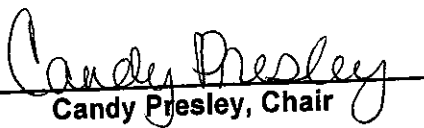
Vickie Springer- This was my first retreat. I felt that the agenda was restricted. I expected more of a free form.

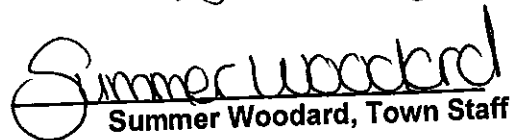
Candy Presley- The agenda was done because there are a lot of issues this board needs to work through. However, other discussion is the place for other comments that board members may have. Does anyone have anything that they would like to discuss?

Matt Bateman- I would like the TDA board to have a vision in place. What can we do as a board to help promote tourism? We need to look at these issues as well.

**Adjournment**

**There being no further business, Deb Heatherly motioned to adjourn and it was seconded by Summer Woodard. The meeting adjourned at 7:10 p.m.**

  
Candy Presley, Chair

  
Summer Woodard, Town Staff