

Town of Franklin Tourism Development Authority Meeting

October 14, 2013

Present: Chair Candy Presley, Warren Cabe, Mike Grubermann, Cheryl Pullium, Leland Rykse and Vickie Springer.

Absent: Matt Bateman and Josh Drake

Guests: Paul Garner, John Henning Jr. and Adam Ramey

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

Mike Grubermann made a motion to excuse Josh Drake from the meeting. Cheryl Pullium seconded. The motion passed. Vote: 6 to 0.

Approval of Minutes

The September 16, 2013 meeting minutes were reviewed.

Cheryl Pullium made a motion to approve the September 16, 2013 minutes as presented. Mike Grubermann seconded. The motion passed unanimously.

Financial Report

Warren Cabe presented the financial report (see attachment.)

Sub-Committee Reports

Finance/Budget Chair

Mike Grubermann: No report

Policy and Rules of Procedure Chair

Vickie Springer: No report

Application Review Chair

Warren Cabe: No report

Old Unfinished Business

Board decision on funding request for the Smoky Mountain Theater for the Fine and Performing Arts

Theater Manager Paul Garner with the Smoky Mountain Theater for the Fine and Performing Arts and Adam Ramey with Premiere Marketing gave a brief presentation

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Paul Garner stated that the Smoky Mountain Theater for the Fine and Performing Arts did not sell to Biltmore Baptist Church and the theater was moving full steam ahead. Mr. Garner stated that on September 19, 2013 the Tourism Development Commission approved the theater's request of \$15,000.00. The Smoky Mountain Theater for the Fine and Performing Arts is requesting \$15,000.00 from the Tourism Development Authority as well. The theater is requesting this funding to be used to partner with the Tourism Development Authority's billboard campaign in the Atlanta, Georgia area. Adam Ramey with Premiere Marketing stated that the theater was looking to piggy back off the current billboard campaign the Tourism Development Authority doing by having an advertisement appear right after the DiscoverFranklinNC billboard advertisement.

Chair Candy Presley- There is a concern with the message related to the advertising campaign.

John Henning Jr. - Anytime government funds goes to an organization that has religious ties you have to tread lightly. The Smoky Mountain Theater rents to a religious organization Biltmore Baptist Church. However, in this case I believe the Tourism Development Authority is legally okay to grant funds to the Smoky Mountain Theater for the Fine and Performing Arts. The Tourism Development Authority should require the Theater to not use the Tourism Development Authority logo on any religious advertising promotions.

Paul Garner- We will work with the Tourism Development Authority to insure that there is no cross over with religious advertising.

Mike Grubermann made a motion to approve the Smoky Mountain Theater for the Fine and Performing Arts request for \$15,000.00; the funding will be broken down into (3) payments of \$5,000.00 every four (4) months; with the provision that no religious promotions be associated with the Tourism Development Authority. Cheryl Pullium seconded. Motion passed. Vote: 6 to 0.

New Business

Funding request for Winter Wonderland 2013

Main Street Executive Director Linda Schlott gave a brief overview of Winter Wonderland 2013. Linda Schlott stated that Winter Wonderland would begin Thanksgiving weekend. The tree lighting ceremony and candlelight service will be Friday November 29, 2013. Cookies with Santa will be Saturday November 30, 2013. Winter Wonderland will be Friday, December 6 and Friday, December 13, 2013. The Franklin Main Street program is requesting \$2,000.00 in funding to be used to help with the promotion of Winter Wonderland 2013.

Chair Candy Presley- The Tourism Development Authority board will take action on this request at the November 12, 2013 meeting.

Legal

Discussion on proposed amendment to the Tourism Development Authority Reserve

John Henning Jr- This proposal was brought before the board at the September 2013 board meeting.

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Under article 2.4 of the Tourism Development Authority rules of procedure the proposed amendment states the TDA Board shall maintain a reserve fund, which shall be added to by reserving to this fund 25% percent of its monthly receipts. The reserve fund shall be capped in an amount equal to 25% percent of the TDA's yearly budget for the current year, as designated by the Town's Board of Aldermen. In order to expend funds from the reserve fund, a unanimous vote by all seated members of the TDA board (excluding vacancies) shall be required. The board has had thirty (30) days to look at this proposed amendment. At this time the board can act on this if they choose to do so.

Chair Candy Presley- I have a suggestion. I think instead of a percentage we should set a dollar amount.

Cheryl Pullium- I agree. We should set a dollar amount.

Warren Cabe- For general accounting purposes it is much cleaner and easier to use a dollar amount instead of a percentage. I would also recommend to the board to look at setting the reserve dollar amount at a minimum of \$50,000.00.

Chair Candy Presley- I agree. If the board wishes to lower the reserve the reserve amount should not be less than \$50,000.00

Warren Cabe- There is nothing wrong with the keeping the reserve at \$100,000.00 if the board wishes to do so.

Mike Grubermann- The reserve was originally set at twenty-five percent of the year's annual budget. However, when I came on as a board member I made a motion to cap the reserve at \$100,000.00.

Warren Cabe- If the board votes to spend the reserve amount a budget amendment will have to be presented to the Town Board of Aldermen.

John Henning Jr- I just realized that the Tourism Development Authority bylaws requires a vote by seven members before this proposed amendment can be voted on.

Chair Candy Presley- We do not have seven members here. Therefore, this will only be for discussion purposes. Does anyone else have any more questions or comments in regards to the proposed amendment? There being none we will move on to the next item on the agenda.

Items from the Board

Candy Presley- What is the board's policy on board member's absences?

John Henning Jr.- It is stated in the bylaws that failure to attend at least seventy-five percent (75%) of regular meetings in any calendar year, or any three consecutive meetings, shall be considered grounds for recommending removal of the member to the Board of Aldermen, unless extenuating circumstances dictate otherwise.

Chair Candy Presley- I would like to stress to the board the importance of attending board meetings.

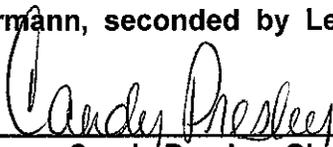
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Announcements

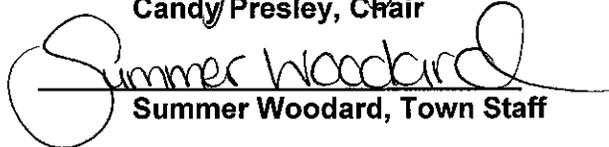
The next regularly scheduled TDA meeting will be Tuesday, November 12, 2013 at 5:30 p.m. in the Town Hall Board room.

Adjourn

At 6:25 p.m. motion was made by Mike Grubermann, seconded by Leland Rykse to adjourn. Motion passed. Vote: 6 to 0.



Candy Presley, Chair



Summer Woodard, Town Staff