

Town of Franklin Tourism Development Authority Meeting

November 12, 2013

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

Guests: Paul Hedgecock and John Henning Jr.

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

Approval of Minutes

The October 14, 2013 meeting minutes were reviewed.

Mike Grubermann made a motion to approve the October 14, 2013 minutes as presented. Josh Drake seconded. The motion passed. Vote: 8 to 0.

Financial Report

Summer Woodard presented the financial report (see attachment.)

Mike Grubermann made a motion to accept the financial report as presented. Josh Drake seconded. The motion passed. Vote: 8 to 0.

Sub-Committee Reports

Finance/Budget Chair

Mike Grubermann: No report

Policy and Rules of Procedure Chair

Vickie Springer: No report

Application Review Chair

Summer Woodard: No report

Old Unfinished Business

Board decision on Winter Wonderland 2013 funding request

Mike Grubermann made a motion to fund the Franklin Main Street Program \$2,000.00 for Winter Wonderland 2013. Vickie Springer seconded. Motion passed. Vote: 8 to 0.

November 12, 2013 meeting continued,

New Business

U-GO Tour App Update

Paul Hedgecock with U-GO Tour gave a brief update on the U-GO Tour App. Mr. Hedgecock stated that he was the new owner of U-GO Tour. The Tourism Development Authority and the Tourism Development Commission funded the app in 2011. There have been numerous complaints and issues with the app. Mr. Hedgecock informed the board that U-GO Tour would be re-launching the U-GO Tour app March 2014. U-GO Tour is offering free listings for businesses, the Tourism Development Authority and the Tourism Development Commission until July 2014. Mr. Hedgecock stated that he would like to come back to the Tourism Development Authority board April 2014 and share how the re-launch of the app went.

Matt Bateman- How much will it cost for a business listing after July 2014?

Paul Hedgecock- I am not certain. However, I will try to keep the cost as low as possible. Probably somewhere around \$10.00 per month for a basic listing package.

John Henning Jr- What are you asking of this board tonight?

Paul Hedgecock- I am not asking for anything. I just wanted to come and give the board an update on the app. I would like to come back in April 2014 and give another update on the app.

Chair Candy Presley- Does anyone else have any more questions for Mr. Hedgecock? There being no more questions. I would like to ask Mr. Hedgecock to attend the April 14, 2014 Tourism Development Authority meeting.

Paul Hedgecock- I will plan on attending the April 2014 board meeting.

Google Ad Words and Site Dart Hosting Invoice

Summer Woodard- The board needs to decide how much they want to spend on Google Ad Words.

Josh Drake made a motion to spend up to \$15,000.00 on Google Ad Words. Mike Grubermann seconded. The motion passed. Vote 8 to 0.

Summer Woodard- Originally the proposal from Site Dart Internet Hosting was for \$431.40. This proposal was for website maintenance and hosting. However, Site Dart Internet Hosting has charged an additional \$48.00 for domain transfer and one (1) year renewal for four (4) domains. The board needs to decide if they would like to accept this proposal. The board also needs to decide where they want to pay this money from Face book or Google Ad Words.

Josh Drake made a motion to accept the website maintenance, domain transfer and hosting proposal from Site Dart Hosting a partner of Dnet Internet Services for a total of \$479.40 for one (1) year; with funding to be paid from Google Ad Words. Leland Rykse seconded. The motion passed. Vote: 8 to 0.

November 12, 2013 meeting continued,

Face Book Invoice

Summer Woodard- The board needs to decide how much they want to spend on Face book.

Josh Drake made a motion to spend up \$10,000.00 on Face book. Mike Grubermann seconded. The motion passed. Vote: 8 to 0.

J & B Media Invoice

Summer Woodard- The board needs to decide where they want to pay J&B media invoice from Face book or Google Ad Words.

Josh Drake made a motion to authorize payment to J&B Media Group for two (2) months beginning October 1st and ending November 30th, 2013, for a total cost of \$4,000.00; with funding to be paid from Google Ad Words. Mike Grubermann seconded. The motion passed. Vote: 8 to 0.

Legal

Amendment to the Tourism Development Authority Reserve Amount

John Henning Jr- The proposed amendment to the Tourism Development Authority bylaws in regards to the reserve fund states the TDA board shall maintain a reserve fund, which shall be added by reserving to this fund twenty-five percent (25%) of its monthly receipts. The reserve fund shall be capped at \$50,000.00. 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.

Mike Grubermann- The reserve was set aside to allow the TDA board to participate in large tourism projects, if the opportunity presented itself.

Josh Drake- I am for this amendment to the bylaws. I would like to see the board use a percentage amount instead of a set number.

John Henning Jr- For accounting purposes a set number is cleaner.

Candy Presley- I agree. I believe that a set dollar amount is easier to work with than a percentage.

Summer Woodard- I have concerns with lowering the reserve amount. Room occupancy tax is down. The months of July, August and September are the lowest since 2009. I do not see the need to lower the reserve amount, unless the board has a specific project or promotion in mind.

Josh Drake- This frees up money that the board can use on the promotion of tourism.

John Henning Jr- The board needs to keep in mind that this amendment is capping the reserve from \$100,000.00 to \$50,000.00. The board can not spend this money, until the Town Board of Aldermen passes a budget amendment.

November 12, 2013 meeting continued,

Summer Woodard- As long as this board understands that the reserve can not be spent until the Town Board of Aldermen passes a budget amendment. I will go along with lowering the cap.

Josh Drake made a motion to amend the Tourism Development Authority bylaws to reflect the following change; "The TDA board shall maintain a reserve fund, which shall be added by reserving to this fund twenty-five percent (25%) of its monthly receipts. The reserve fund shall be capped at \$50,000.00. 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." Mike Grubermann seconded. The motion passed. Vote: 8 to 0.

Items from the Board

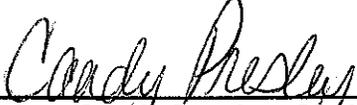
Matt Bateman- I would like to apologize to the board for my absences.

Announcements

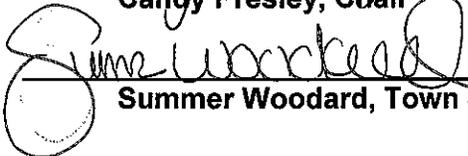
The next regularly scheduled TDA meeting will be Monday, December 9, 2013 at 5:30 p.m. in the Town Hall Board room.

Adjourn

At 6:30 p.m. motion was made by Mike Grubermann, seconded by Cheryl Pullium to adjourn. Motion passed. Vote: 8 to 0.



Candy Presley, Chair



Summer Woodard, Town Staff