

# Town of Franklin Tourism Development Authority Meeting

**December 10, 2012**

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

Absent: None

Guests: Tony Angel, Nikki Corbin, Scotty Corbin, John Henning Jr, Andy Jay, Katie LaFlamm, John Norris, Linda Schlott, and Theresa Ramsey

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

## Approval of Minutes

The September 10, 2012 and October 8, 2012 minutes were reviewed.

**Matt Bateman made a motion to approve the September 10, 2012 minutes and the October 8, 2012 minutes. Mike Grubermann seconded. The motion passed unanimously.**

## Financial Report

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

**Mike Grubermann made a motion to cap the Tourism Development Authority reserve at \$100,000 dollars. Vickie Springer seconded. The motion passed unanimously.**

## Sub-Committee Reports

### Appointment of Vice Chair

**Mike Grubermann made a motion to appoint Summer Woodard as Vice Chair for the Tourism Development Authority Board. Karen Bacon seconded. The motion passed unanimously.**

### Appointment of Finance/Budget Chair

**Matt Bateman made a motion to appoint Mike Grubermann as Finance/Budget Chair for the Tourism Development Authority Board. Summer Woodard seconded. The motion passed unanimously.**

### Appointment of Policy and Rules of Procedure Chair

**Summer Woodard made a motion to appoint Vickie Springer as Policy and Rules of Procedure Chair for the Tourism Development Authority Board. Matt Bateman seconded. The motion passed unanimously.**

**December 10, 2012 meeting continued,**

Appointment of Application Review Chair

**Vickie Springer made a motion to appoint Summer Woodard as Application Review Chair for the Tourism Development Authority. Mike Grubermann seconded. The motion passed unanimously.**

Legal

Revised Tourism Development Authority Contract

Town Attorney John Henning Jr stated that the rules of procedure state that any changes to the Tourism Development Authority must be presented to the board at least thirty (30) days in advance. The revised TDA contract will need to be voted on at the January 14, 2013 meeting.

Amendments to the Rules of Procedure for the Tourism Development Authority Board

Town Attorney John Henning Jr presented to the board two (2) amendments. The first amendment is the requirement of insurance for events that are funded or sponsored by the Tourism Development Authority. Second, the board needs to decide if they will continue to allow organizations to use TDA logos.

Matt Bateman- I believe that the use of TDA logos needs to be left to the discretion of the TDA board.

Mike Grubermann- The TDA board must give approval before any organization can use logos or name the Town of Franklin with the promotion of their event.

John Henning Jr- I need to bring this back to the board at the January 14, 2013 meeting.

Unfinished Business

Advertising Opportunity in Dashboard and Saddlebags Magazine

Andy Jay presented an advertising opportunity to the board at the September 10, 2012 Tourism Development Authority meeting on behalf of Dashboard and Saddlebags magazine.

**Vickie Springer made a motion to approve ½ page ad for \$2,640.00 for advertising in Dashboard and Saddlebags magazine. This motion failed due to lack of a second.**

Matt Bateman- I would like to see this board devise a strategic marketing plan.

Summer Woodard- I agree. I would like to see this board develop a marketing plan.

**Matt Bateman made a motion to deny advertising with Dashboard and Saddlebags at this time and for the Tourism Development Authority Board to start working on a strategic marketing plan. Summer Woodard seconded. Motion carried. Vote 5 to 1. Voting yes: Bacon, Bateman, Grubermann, Presley and Woodard. Voting no: Springer**

## December 10, 2012 minutes continued,

### New Business

#### Grant Report on the Franklin Folk Festival 2012

Theresa Ramsey presented a grant report for the 2012 Franklin Folk Festival. This was the 9<sup>th</sup> year for this festival. We had the biggest turn-out we have ever had. The collaboration with the Franklin Fire Department went well. This was the first year that was financially successful for this festival. According to a survey that was distributed to visitors at the festival, there were visitors from 43 cities in North Carolina. Forty nine (49) percent of those who attend were from North Carolina. Visitors came from over twenty (20) states to the festival. Sixty nine (69) people stayed at least one night in a local hotel. Twenty five (25) people camped or stayed in a cabin in Franklin. One hundred eleven (111) stayed overnight with family and friends. Sixteen (16) people stayed at other locations.

#### Funding request for Smoky Mountain Center for the Performing Arts

Nikki Corbin and Scotty Corbin presented a grant request on behalf of the Smoky Mountain Center for the Performing Arts. The theater is requesting \$10,000.00 in advertising for the month of March 2013. The March 2013 line-up will enhance tourism in the Town of Franklin, drawing people from other areas to the Town of Franklin for these specific events. Easton Corbin, Angelina Ballerina and Lovin Spoonful are artist and events scheduled for the month of March.

Vickie Springer- Would this be something that would fall into our strategic marketing plan?

Mike Grubermann- Yes, if we are going to give this level of support.

Candy Presley- We need to consider grant request, advertising opportunities, billboards and other expenses in the marketing plan.

#### Funding request for Stay and Play in the Smokies

Matt Bateman presented a grant request on behalf of Stay and Play in the Smokies in the amount of \$400.00. This is an opportunity to go to the 2013 South Florida fair and promote Franklin as an area as well as Franklin's business community. Over 500,000 people attend this fair every year. Our goal is to sell Franklin by offering local knowledge of the area. This would be a great opportunity to gather email address and point interested visitors to Franklin area face book pages and websites.

Candy Presley- What type of feedback does this fair generate?

Matt Bateman- I have never attended. Katie LaFlamm could answer this question.

Katie LaFlamm- We have never had a way of knowing if people are coming to the area from this event. In the past we have only handed out brochures about the Franklin area. We have never tracked it before.

**December 10, 2012 minutes continued,**

John Henning Jr- Matt I am looking into this to see if this request can be funded due to your position on this board. Are you the owner of Stay and Play in the Smokies?

Matt Bateman- No, I am not the owner.

John Henning Jr- Who owns this business?

Matt Bateman- Phil Drake. This is a Drake enterprise.

John Henning- This changes things. I believe this grant request would be acceptable. As long as the TDA board granted money to your employer and not you as an individual. I will have an answer for you before the January 14, 2013 meeting.

Candy Presley- What is your grant expenditures for?

Matt Bateman- It is for one way travel expenses.

Funding request for Cullasaja River Mine

Katie LaFlamm presented a grant request on behalf of the Cullasaja River Mine in the amount of \$340.00. The Cullasaja River Mine will be attending the 2013 South Florida Fair in West Palm Beach January 18 thru February 3, 2013. We are trying to secure funds to cover half of the booth fee from other sources Franklin TDA, Macon County TDC and Highlands TDC. The total cost of the booth expenses is \$2,035.00. Half of this expense would be \$340.00 for each of the three organizations that we are requesting funding from. This is an excellent opportunity to promote the Franklin area. We will be passing out brochures of the Franklin area.

Funding request for April Fool Trail Days

Linda Schlott presented a grant request on behalf of the Franklin Main Street Program in the amount of \$2,000.00 for the 5<sup>th</sup> Annual April Fools Trail Days. This event kicks off on Friday March 29, 2013 at the Sapphire Inn. On Saturday March 30, 2013 this event will be held in downtown Franklin. We have lots of booths, non-profits, hiking vendors, music, games and food vendors. I ask for \$3,000.00 last year and I am only asking for \$2,000.00 this year for advertising.

Matt Bateman- This will be downtown again correct?

Linda Schlott- Yes.

Items from the board

There were no items from the board.

**December 10, 2013 minutes continued,**

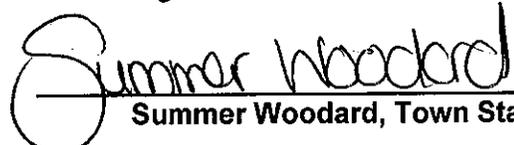
**Announcements**

Candy Presley announced that the next regularly scheduled Tourism Development Authority meeting will be on Monday January 14, 2013 at 5:30 p.m. in the Town Hall Board room.

**Adjournment**

**There being no further business, Mike Grubermann motioned to adjourn and it was seconded by Summer Woodard. The meeting adjourned at 7:15 p.m.**

  
Candy Presley, Chair

  
Summer Woodard, Town Staff