

## **November 14, 2016 meeting**

The Franklin Tourism Development Authority Board held their regularly scheduled meeting on Monday November 14, 2016 in Town Hall. Chair Candy Presley, Members Tim Crabtree, Josh Drake, Donnie Bishop, Connie Grubermann, Cheryl Pullium, Vickie Springer and Town Planner Justin Setser were present.

**Motion was made by Pullium, seconded by Grubermann to add Allison's Outdoor Advertising to Agenda. Motion carried. Vote: 7 to 0.**

**Motion was made by Grubermann, seconded by Pullium to add funding request for New Year's Eve Ruby Drop to agenda. Motion carried. Vote: 7 to 0.**

### **Approval of October 10, 2016 meeting minutes**

**Motion was made by Bishop, seconded by Springer to approve October 10, 2016 meeting minutes as presented. Motion carried. Vote: 7 to 0.**

Town Planner Justin Setser presented the financial reports.

**Motion was made by Bishop, seconded by Pullium to accept financial reports as presented. Motion carried: Vote: 7 to 0. A copy of the reports are attached.**

### **Sub-Committee Reports**

Finance/Budget Chair Report – None

Policy and Rules of Procedure Report – None

Application Review Chari Report – on Agenda

### **New Business: Discussion on Advertising for the 2017 Solar Eclipse**

Beth Payseur – Premiere Marketing – I guess we are here to discuss options with you, and maybe to consider avenues of mediums to use to reach out to people. We just want to hear recommendations and more feedback from you guys before we proceed. And most of the hotels are already booked. We have some ideas, but I guess we want to hear what this Board is wanting.

Justin Setser – Town Planner – The TDA will be having a joint meeting with the Tourism Development Commission in December.

### **New Business: Funding Request for Franklin Trail Days for \$1,252.00**

Nancy Reeder – Appalachian Trail Conservancy – We are asking for funds to advertise the Trail Days next year. We have no desire to make money. The money will be used to advertise, placing a banner over Main Street, a quarter page ad in Blue Ridge Outdoor Magazine, and another ad in the winter edition of AT Journey's Magazine. I appreciate your time. Thank you.

**November 14, 2016 meeting continued,**

**New Business: Funding Request for Smoky Mountain Center for the Performing Arts**

Scotty Corbin – We are asking for funds to market our shows and events in print media and radio, and other advertising mediums. By funding to outside markets we can attract more people from outside the Town, putting people in Franklin spending their money.

**New Business: Funding Request for Toys and Gifts Expo for \$5,000**

Ronnie Haven– We are hoping to put on a trade show for our exposition, and we want to request funding for advertising on billboards, radio and print media. It's hard to put something together this time of year, but what we have in mind is to have a show for all ages. Purses, tools, jewelry, and anything else you can think of for Christmas presents. To do this we have to market it. I feel like if we advertise it we will get a lot of people into Franklin at a time when we don't have much going on.

Vickie Springer -- Where do the toys and gifts come from?

Ronnie Haven -- We have been traveling all over the mountains in North Carolina and getting people on board. A lot is new and others are used, antique toys. But it's something for children and adults.

**New Business: Franklin Area Folk Festival 2016 Project Report**

Justin Setser – Town Planner – You will see some of the attached documents from Ms. Ramsey, reports she has attached for your information. They should be in your packets.

**New Business: Rotary Folk Festival 2016 Project Report**

Justin Setser – Town Planner – A thank you letter and some information from the Rotary club concerning their event this year. This should be in your packets.

**New Business: Funding Request for Third Annual New Year's Eve Ruby Drop**

Tim Crabtree – We are doing something very similar to the past two years, but it will be on Town Square instead. The Town approved for us to do that by closing off the streets. It will basically be a block party, where people walk up and down the street the entire night. Several businesses will be involved with this. Our request is for \$1,500 for marketing. We will approach the TDC as well.

Donnie Bishop – Is this the same amount you requested last year?

Tim Crabtree – Yes.

**November 14, 2016 meeting continued,**

**Items from the Board**

Candy Presley – I know Allison Outdoors Billboards was something we were going to discuss regarding the Eclipse advertising. So let's go ahead and do that.

Nelson Bumgarner – Allison Outdoor – We've been in business for fifty plus years. We had a couple of billboards coming in from Town northbound. Bottom line is we have digital boards that you were on last year, and two digital boards in Sylva on Highway 74. My thought for you to consider is going back on digital boards to promote events, making people coming into town Northbound or from Asheville. These boards have been up for over a year, and a lot of people like them. Some people don't. On the digital board there is a rotation, eight people in a one minute time slot. 720 spots a day, once every two minutes, for \$450 a month. Over 24 messages per year with no charge for production. Our work is fairly simple on these boards.

Candy Presley – No extra charge for the countdown?

Nelson Bumgarner – No. There is no extra charge.

**Old Business: Update on Solar Eclipse Joint Meeting with Tourism Development Commission**

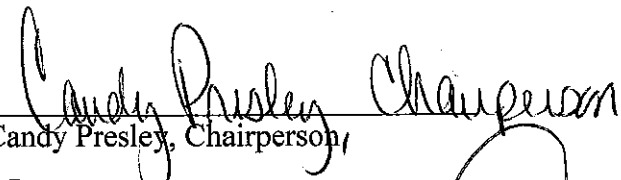
Justin Setser – Town Planner – Again the joint meeting with both boards will meet be December 12, 2016 here at Town Hall, at our regular scheduled meeting.

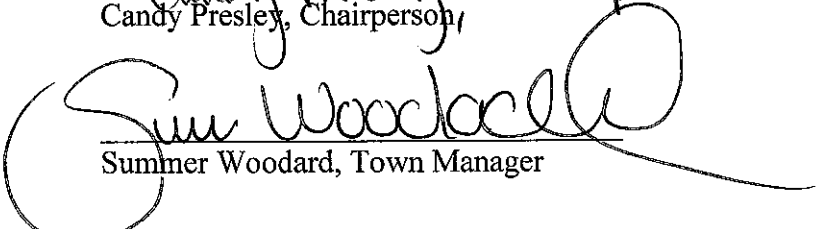
**Announcements**

The next regularly scheduled Tourism Development Authority meeting is Monday December 12, 2016 at 5:30 p.m. in the Town hall Board Room.

**Adjourn**

**Motion was made by Pullium, seconded by Drake to adjourn the meeting. Motion carried.  
Vote: 7 to 0.**

  
Candy Presley, Chairperson,

  
Summer Woodard, Town Manager