

Town of Franklin Tourism Development Authority Meeting

April 10, 2017

Present: Chairperson Candy Presley, members Donnie Bishop, Josh Drake, Vickie Springer and Town Manager Summer Woodard.

Tim Crabtree, Connie Gruberman and Cheryl Pullium were absent.

Approval of March 13, 2017 Board minutes

Motion was made by Bishop, seconded by Springer to approve the March 13, 2017 meeting minutes as presented. Motion carried. Vote: 5 to 0.

New Business: Funding Request for Moonlight/Moonshine 10K for \$2,000

Dave Lynn – We're coming to you to ask for your assistance for \$2,000 to help with marketing. All the proceeds will go to Cowee Community Development to help out with scholarship programs but also to various needs throughout the community and also to the school.

New Business: Funding Request for Folk Heritage Association for \$2,000

Theresa Ramsey – I have copies of what we did last year. 64 percent of our budget last year was advertising. We got \$5,000 and we went above and beyond with \$6,333.28. That did not include sign costs or anything like that. This year we're anticipating that our projected annual percentage will be around 61 percent of our budget for advertising. Last year we estimated between 1,500 and 2,000 people were here. We had Macon Early College students do surveys and some of the exhibits had sign in sheets. We were able to determine that we had 18 states represented based on that information.

Approval of Financial Report

Summer Woodard reviewed the Financial Report.

Motion was made by Drake, seconded by Springer to accept the financial report. Motion carried. Vote: 5 to 0. A copy of the report is attached.

Sub-Committee Reports

Finance/budget chair – none

Policy and Procedures – none

Application Review chair – Attached.

April 10, 2017 meeting continued,

Old Business: Funding Request for Airing of the Quilts for \$3,300

Summer Woodard – Town Manager – The board asked that I come back with how much we contributed last year and it doesn't look like we did.

Josh Drake – We don't usually let people lump events together. We don't know what's going for what. I would personally like to request a separate breakdown of the events.

Summer Woodard – Town Manager – The same organization, Streets of Franklin is sponsoring both events. It's not two different organizations.

Josh Drake – I'm not saying these aren't great things, I just don't have enough information. I've just never seen anybody lump two events together so that's my concern.

Motion was made by Woodard, seconded by Bishop to approve \$3,300 to for two events, Airing of the Quilts and Heritage Day. Motion carried. Vote: 4 to 1. Drake opposed.

Old Business: Franklin AT Celebration Website

Summer Woodard – Town Manager – We have been in contact with Premiere Marketing and there were a couple of questions. First, if Site Dart hosted it looked as if it would cost around \$85. However, Premiere said that they can do it in-house and so there would be no charge. They think this is a change that Premiere can oversee themselves.

Motion was made by Woodard, seconded by Bishop to allow the ATC to be hosted on the Discover Franklin site contingent on that there is no cost involved. Motion carried 5 to 0.

Items from the Board

Summer Woodard – Town Manager – Here is the insert that the TDC and the TDA jointly funded in the Franklin Press. Also, between now and next month we need to start thinking about the budget. The current budget is at \$113,200 so we need to start thinking of whether we should increase that. I don't know if I would decrease it at all.

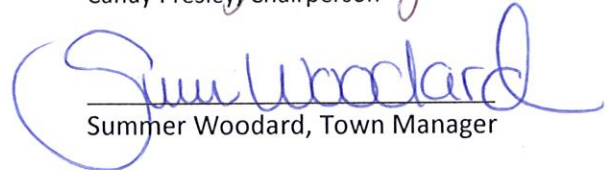
The next regularly scheduled TDA meeting is Monday May 8, 2015 at 5:30 p.m. in the Town Hall Boardroom.

Adjourn

Motion was made by Drake, seconded by Bishop to adjourn the meeting at 6:05 p.m. The motion carried.

Vote: 5 to 0.


Candy Presley, Chairperson


Summer Woodard, Town Manager