

# TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

## MEETING MINUTES

May 11, 2026

Present: Members: Chair Tim Crabtree, Town Manager Amie Owens, Heather Childress Custer, Heather Dombroskie, Guy Gooder, Hannah Edwards, Colin McGinnis, Rob Reale and Angela Martin (arrived at 5:35).

Others present: Nicole Bradley, Town Clerk  
Mia Overton, The Franklin Press  
Daryna Thiemann, Macon Sense  
Robbie Tompa, Councilman

1. **Call to Order- Chair Tim Crabtree**

The meeting was called to order at 5:30 p.m.

2. **Approval of the April 13, 2026 Meeting Minutes**

*Member Rob Reale made a motion, seconded by Member Hannah Edwards to approve the minutes of the April 13, 2026 meeting, as presented. Motion carried unanimously by a vote of 8 -0.*

3. **Financial Reports- ending March 31, 2026**

Town Manager Amie Owens presented the Financial Report through the end of March 2026. The total collections for March were \$11,414.88 (fourth highest March on record and above the 10-year average). Total expenses thus far \$ \$116,504.46 leaving a balance of \$63,495.54 and \$174,964.66 remains in fund balance. The report is incorporated into these minutes as Exhibit A.

*Member Heather Dombroskie made a motion, seconded by Member Colin McGinnis to approve the financial reports ending March 31, 2026 as presented. Motion carried unanimously by a vote of 8-0.*

4. **New Business**

A.) Vote on Application – Taste of Scotland Society Taste of Scotland Celtic Festival – June 19-21, 2026 – Requested amount - \$3,000

Lucy Thorne was present to answer questions about the 27<sup>th</sup> Annual Taste of Scotland Celtic Festival. She noted that there will be music, vendors, food vendors, and North Georgia Birds of Prey demonstrations. The requested amount is an increase over last year due to inflation and the increased cost of advertising. She also noted that WLOS Channel 13 did a three-minute segment on Spot Light Carolina of the event.

*Member Guy Gooder made a motion, seconded by Member Angela Martin to fund \$3,000 for the Taste of Scotland Society Taste of Scotland Celtic Festival as presented. Motion carried by a vote of 8-1. Member Colin McGinnis voted in opposition.*

B.) Vote on Application – Jodi House Moses- Mountain Roots Blue Grass Festival – May 23, 2026 – Requested amount \$3,500

Jodi House Moses presented the application for funding at the April meeting. This is a new event and the first time they have requested funding. The requested is for \$3,500.

***Member Guy Gooder made a motion, seconded by Member Colin McGinnis to fund \$1,500 for the Mountain Roots Blue Grass Festival. Motion carried unanimously by a vote of 9-0.***

## **5. Items from the Board**

### **A.) Monthly Marketing Report- Stewart Communications**

- Social Media Post
  - Sweet Carolina Music Festival
  - AT Hiker Trail Days
  - Facebook followers increased by 185
  - Instagram 85% new followers
  - Website over 9.9K users
  - Email newsletter 17.2% open rate and 10% click rate
- Sweepstakes Winners were drawn
  - Tracy Lowe Rogers (7) – Pink Peonies gift certificate
  - Genita Story Selby (6) – Novel Escapes gift certificate
  - Toni Holland (backup 3) – Graffs gift certificate
- Upcoming year- focus on family trips

### **B.) Report from TDA Subcommittee**

Member Colin McGinnis gave an overview of the last subcommittee meeting. He discussed the recommendations by the TDA subcommittee.

- Reshape Vision
  - First Impression of Franklin (Infrastructure: signage/décor/landscaping)
- Marketing and Social Media
  - Events or supporting events
    - Rethinking events
    - There was discussion on updating the TDA bylaws for applications

### **C.) TDA Terms ending June, 30, 2026**

Town Manager Amie Owens stated that three (3) TDA members have terms that expire June 30 (Kevin Covell, Rob Reale and Angela Martin). If members are interested in serving another term they will need to reapply. These seats are tourism related seats and do not have to collect occupancy tax within the Town limits.

### **D.) Additional Items from the Board**

- Member Angela Martin discussed her proposed River Stewardship Charter. There was discussion on the next steps and presenting the information to Town Council.
- Town Manager Owens reminded the TDA Board about the Main Street Transformation Meetings (Thursday, May 28<sup>th</sup> and Friday, May 29<sup>th</sup>).
- Additional discussion from the TDA subcommittee on moving forward. Action to be taken at the June TDA meeting based on feedback from TDA members on the recommendations.

## **6. Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, June 8, 2026 at 5:30 p.m. in the Town Hall Board Room.

## **7. Adjourn**

***Member Guy Gooder made a motion, seconded by Member Colin McGinnis to adjourn the meeting at 6:26 p.m. Motion carried unanimously by a vote of 9-0.***

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**Timothy Crabtree, Chairperson**

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**Nicole Bradley, Town Clerk**