

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

December 9, 2024

Present: Chairperson Connie Grubermann, Members: Town Manager Amie Owens, Hannah Edwards, Tim Crabtree, Rob Reale and Guy Gooder via phone at 5:50 p.m.

Absent: Members Matt Holland, Kevin Covell and Angela Martin

Others present: Nicole Bradley, Town Clerk
Morgan Stewart, Stewart Communications
Mia Overton, The Franklin Press
Dan Finnerty, Macon Sense
Robbie Tompa, Town Councilman
Mary Guerico, TribalVibe Promotions

1. Call to Order- Chair Connie Grubermann

The meeting was called to order at 5:35 p.m. There were not enough members present at this time for a quorum; therefore, no voting could occur. Reports were received as information since the group was together.

2. New Business- Information Only

Follow-up report from the Come Together Recovery Rally

Mary Guerico, TribalVibe Promotions was in attendance and gave a recap of the Come Together Recovery Rally that was funded by the TDA. Mary thanked the TDA members for their support. She provided an expense breakdown and noted that participation was down due to Hurricane Helene. She said they are already planning for next year's event.

Marketing Report- Stewart Communications

Morgan Stewart, Stewart Communications, gave the marketing update.

- Media Relations update
 - Pitching New Years Eve Ruby Drop
 - Blue Ridge Public Radio has reached 96 markets
 - Press Tour Request (5 reporters)
- Social Media update
- Billboard in Georgia- \$5,000 annual fee
- Visti Smokies (Smoky Mountain Host) travel brochure opportunity (50,000 printed brochures)
- Next Steps
 - Plan Press Tours
 - Billboard artwork
 - Social Media ads
 - Strategic Planning meeting for 2025

Member Guy Gooder joined via phone at 5:50 p.m. and a quorum was established.

3. Approval of the November 12, 2024 Meeting Minutes

Member Tim Crabtree made a motion, seconded by Member Hannah Edwards to approve the minutes of the November 12, 2024 meeting as presented. Motion carried unanimously by a vote of 6-0.

4. **Financial Reports- ending October 31, 2024**

Town Manager Amie Owens presented the Financial Report through the end of October 2024. She noted that the amount of occupancy tax collected in October was \$23,391.35 (2nd highest to date and above the 10-year average). Total expenses thus far \$54,754.06 leaving the balance of \$125,245.94 and \$170,686.13 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Tim Crabtree made a motion, seconded by Member Hannah Edwards to approve the financial report ending October 31, 2024. Motion carried unanimously by a vote of 6-0.

5. **New Business**

A.) **Vote on Application**

Crabtree Family Enterprises submitted an application for funding for their annual New Years Eve Ruby Drop on December 31, 2024. The requested amount is \$4,000.

Town Manager Amie Owens made a motion, seconded by Member Guy Gooder to approve the funding of \$4,000 as presented. Motion carried by a vote of 5-0. (Member Tim Crabtree recused himself from voting.)

B.) **Approval of 2025 TDA Board Meeting Schedule**

Member Rob Reale made a motion, seconded by Member Hannah Edwards to approve the 2025 TDA Board Meeting Schedule as presented. Motion carried unanimously by a vote of 6-0.

6. **Items from the Board**

No additional items were discussed.

7. **Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, January 13, 2025 at 5:30 p.m. in the Town Hall Board Room.

8. **Adjourn**

Member Rob Reale made a motion, seconded by Member Guy Gooder to adjourn the meeting at 5:58 p.m. The motion carried unanimously by a vote of 6-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk