

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

July 14, 2025

Present: Chairperson Tim Crabtree, Members: Town Manager Amie Owens, Kevin Covell, Rob Reale, Angela Martin, and Heather Dombroskie.

Absent: Members Guy Gooder and Hannah Edwards

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Town Councilman
Morgan Stewart, Stewart Communications
Devon Dupuis, Macon County Farmers Market
Mia Overton, The Franklin Press
Dan Finnerty, Macon Sense
Kellie Burns & Alisa Ashe – KIDS Place
Mary Guercio – TribalVibe Promotions

1. Call to Order- Chair Tim Crabtree

The meeting was called to order at 5:32 p.m.

2. Approval of the June 9, 2025 Meeting Minutes

Member Kevin Covell made a motion, seconded by Angela Martin to approve the minutes of the June 9, 2025 meeting as presented. Motion carried unanimously by a vote of 6-0.

3. Financial Reports- ending May 2025

Town Manager Amie Owens presented the Financial Report through the end of May 2025. She noted that the amount of occupancy tax collected in May was \$14,072.80 (3rd highest May to date and well above the 10-year average). Total expenses thus far \$172,411.86 leaving a balance of -\$10,300.40 and \$174,964.66 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

Member Rob Reale made a motion, seconded by Member Kevin Covell to approve the financial report ending May 31, 2025. Motion carried unanimously by a vote of 6-0.

4. Continued Business

A.) Vote on Application

Macon County Farmers Market submitted an application for funding for \$5,000. Their event is held every Saturday (May – November). Devon Dupuis said the event is 30 Saturdays and is well attended. They would like to increase their advertising efforts. She gave out information on the website visitor data for April- June.

Member Angela Martin made a motion, seconded by Member heather Dombroskie to fund the \$5,000 request by the Macon County Farmers Market as presented. Motion carried unanimously by a vote of 6-0.

There was additional discussion on what the Macon County Farmers Market brings to downtown Franklin. Town Manager Owens noted that moving the Farmers Market to the Town Hall parking lot has not lessened the number of attendees. Member Heather Dombroskie said she has received great feedback from vendors about the Town Hall location.

B.) Vote on Application

TribalVibe Promotions submitted an application for consideration for \$1,000 for their Come Together Festival to be held on September 25, 2025. Mary Guercio said this is their 5th Annual Come Together Festival and they plan to make some improvements.

Member Angel Martin made a motion, seconded by Member Rob Reale to fund \$1,000 for the 5th Annual Come Together Festival as presented. Motion carried unanimously by a vote of 6-0.

5. New Business

A.) New Application for Consideration

KIDS Place submitted an application for funding for \$10,000 for their 828 Treasure Chest Fundraiser. The event will be held on October 11 2025. Alisa Ashe and Kellie Burns presented their request. Alisa gave an overview of KIDS Place and Kellie gave an overview of the fundraiser. They funds will be used for marketing/marketing the event. This will be voted on at the August meeting.

6. Items from the Board

A.) Annual Marketing Report- Stewart Communications

- Facebook performance overview for May/June
- Facebook paid content overview
- Experience Franklin website visitors
- Event specific advertising
- Email campaigns
- Smoky Mountain host advertising

B.) Project Suggestions for FY 2025/2026

Member Angela Martin is working on a Nature Charter for the Town.

Member Rob Reale discussed the possibility of commissioning a fish (trout) sculpture by artist James Williams.

There was discussion about a possible downtown mural.

Town Manager Owens gave an update on the installation of the new town banners.

There was also discussion about planting native plants downtown.

7. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, August 11, 2025 at 5:30 p.m. in the Town Hall Board Room.

8. Adjourn

Member Kevin Covell made a motion, seconded by Member Rob Reale to adjourn the meeting at 6:37 p.m. Motion carried unanimously by a vote of 6-0.

Tim Crabtree, Chairperson

Nicole Bradley, Town Clerk