

Town of Franklin Tourism Development Authority Meeting

April 9, 2018

Present: Chairman Candy Presley, members Tim Crabtree, Josh Drake, Connie Gruberman and Town Manager Summer Woodard.

Members Donnie Bishop and Cheryl Pullium were absent.

Approval of March 12, 2018 Board minutes

Motion was made by Gruberman, second by Woodard to approve the March 12, 2018 meeting minutes as presented. Motion carried. Vote: 5 to 0.

Financial Reports

Town Manager Summer Woodard presented the financial report. Report is attached.

Motion was made by Gruberman, second by Crabtree to accept financial report as presented. Motion carried. Vote: 5 to 0.

Sub-Committee Reports

Finance/budget chair – None

Policy and Procedures – None

Application Review chair – As follows.

New Business: Funding Request for Taste of Scotland

George James presented this item. Request is attached.

New Business: Discover Franklin Domain

Summer Woodard – Town Manager – Beth and D’Anne at Premiere Marketing have told us that Discover Franklin has not been copyrighted. The Chamber actually let them know that somebody wanted to possibly do an app with that name. Ms. Maddux said a rough estimate to get it copyrighted would be about \$1,500 but it should be significantly less if we want to copyright our name.

Josh Drake – Discover Franklin owns the website. It would be difficult for somebody to copyright it with us owning the domain but this could be time sensitive. I would try to get a more solid quote. Until we have a concrete cost it is something we can’t decide.

Summer Woodard – Town Manager – Okay, I will approach Premiere and tell them that this is something the board would like to consider and that if they will get us an exact quote then we can talk about it more at our May meeting.

April 9, 2018 meeting continued,

New Business: Discussion on TDA Appointments

Summer Woodard – Town Manager – The Town Council has been discussing this for a couple of months. They asked the town staff to get some feedback from the boards about reappointments. The way that we do it now is that for example if Connie's term was up the TDA would decide if they wanted to reappoint her and then if so they would forward her name to the town council who would then bless that reappointment. The counter to that is with vacancies which we actually have two now. We advertise and solicit applications for open positions. The town council is interested in making it where everything would be treated as a vacancy. For example, if Connie wanted to be reappointed then we would still advertise and solicit applications and Connie would have to reapply. The Town Attorney and I wanted the Council to take a step back and let us poll of you to get your thoughts and feedback.

Tim Crabtree – It's challenging enough to fill the empty seats so why make it harder to keep people on the board?

Josh Drake – If I'm going off and I have to fill out an application then it's going to be a few months because I have a backlog.

Summer Woodard – Town Manager – That's why I wanted to ask because this board needs to have a voice in this just like the Planning Board and ABC Board. Would it be appropriate for me to make the assumption that it may hinder some of you or future members if it was a reappointment and you had to go through that process and be treated as a rotating seat?

Drake – Absolutely.

Gruberman – Yes. I fill the need of a "small lodging" requirement. Are there any other places that fit that criteria? We've tried to get people to apply. I don't know why I would have to go through all of that again if I am willing to serve.

Old Business: Funding Request for Airing of the Quilts for \$500.00

Drake – I would hate to spend 40% of what's left in our budget for this.

Motion made by Drake to deny funding request for \$500 for Airing of the Quilts. Died for lack of a second.

Crabtree – I would agree that it is hard to spend that much of our remaining budget but a lot of people do come to this event. I would think we could fund it in some way, just not the full amount.

Gwen Taylor – If there was a choice to get funding between this and Appalachian Heritage Festival then I would say I would rather have funding for the Appalachian Heritage Festival, 100%. For Airing of the Quilts we're not going to have vendors this year. It's Mother's Day Weekend and the Gem Show will also be in town so we were sort of just trying to piggy back off that.

Crabtree – A lot of this is going to be people who are already in town. They are going to come to Main Street and they will see the quilts. With that new information then I lean back towards Josh's original motion.

Motion by Drake, second by Crabtree to deny funding request for \$500 for the Airing of the Quilts. Motion carried. Vote: 5 to 0

April 9, 2018 meeting continued,

Old Business: Funding Request for Appalachian Heritage Festival

Gruberman – Since it takes place in July, can't we give them some up front to help with advertising and give them more out of the next budget?

Woodard – For audit purposes you shouldn't. If the Board took this up in June and awarded in July, would that hinder the event?

Gwen Taylor – It would.

Drake – Do we have any idea of what all would be coming as far as requests in the next couple of months?

Woodard – Taste of Scotland.

Presley – And the Chamber for the barbecue festival.

Crabtree – We're ahead of the prior year. How hard is a budget amendment?

Woodard – We still have Google Adwords and Facebook. You could take from that and move it to Miscellaneous Events and festivals.

Drake – You have to be careful with that though since they are already spending that. We could postpone this and ask for additional funds but we don't have the funds in the budget. They should give it to us if we do ask.

Woodard – You have \$157,000 in reserve. If you ask for some you won't know anything until your May meeting.

Drake – Why can't we ask for \$5,000?

Motion by Drake, second by Crabtree to table the request until the May board meeting. Motion carried. Vote: 5 to 0.

Motion by Drake, second by Crabtree to move \$5,000 from the reserve and into the Miscellaneous Events and Festivals line. Motion carried. Vote: 5 to 0.

Items from the Board

Woodard – I passed out a handout from the Franklin Press. There was a discussion about changing the market for advertising. They added Elberton and Hartwell and removed Highlands, Cashiers, and Clayton. They changed it so it wouldn't be so local to our area.

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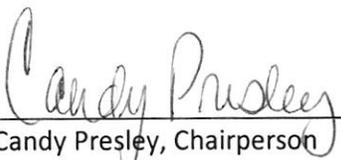
Announcements

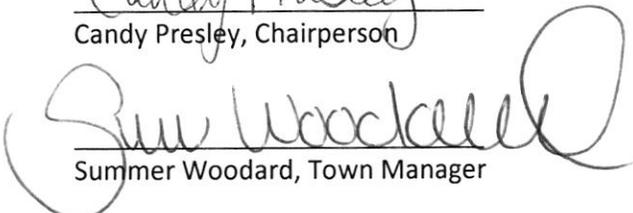
The next regularly scheduled TDA meeting is Monday May 14, 2018 at 5:30 p.m. in the Town Hall Boardroom.

Adjourn

Motion was made by Woodard, second by Gruberman to adjourn the meeting at 6:05 p.m. The motion carried.

Vote: 5 to 0.


Candy Presley, Chairperson


Summer Woodard, Town Manager