

# TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

## MEETING MINUTES

May 8, 2023

Present: Chair Connie Grubermann, Members Donnie Bishop, Amie Owens, Matt Holland, Kevin Covell, Cheryl Pullium, Josh Drake (arrived at 5:37), and Tim Crabtree (arrived at 5:41).

Others present: Nicole Bradley, HR Director/Town Clerk  
Mia Overton, The Franklin Press  
Dan Finnerty, Macon County News  
Carly Moser, Drake Enterprises  
Stacy Guffey, Town Council Member  
Dave Linn, Smoky Mountain Shrine Club  
Theresa Ramsey, Folk Heritage Association  
Ann Hyder, Folk Heritage Association

1. **Call to Order- Chair Connie Grubermann**

The meeting was called to order at 5:27 p.m.

2. **Budget Development- Presentation Carly Moser**

At the April 10, 2023 TDA meeting, the Board gave Carly Moser of Drake Enterprises Marketing direction to come up with media advertisement cost between \$214,000 and \$220,000. Mrs. Moser and Local IQ Sales Executive, Erin Miller, developed a media advertising option to include Local IQ services, Eric Haggart- photography and video creation, and social media boosts for local events- Pintrest. Also included is 6 (six) months of Snapchat, YouTube (TrueView) and GetCreative. The cost of this media recommendation option is \$217,962.

3. **Approval of the April 10, 2023 Meeting Minutes**

***Member Donnie Bishop made a motion, seconded by Member Kevin Covell to approve the minutes of the April 10, 2023 meeting as presented. Motion carried unanimously by a vote of 6-0.***

4. **Financial Reports- ending March 2023**

Town Manager Amie Owens presented the Financial Report for thru end of March 2023. She noted that March 2023 was the second highest March on record, (\$12,323.18).

Total expenses thus far \$169,531.22 leaving the balance of \$95,468.78 and \$156,734.79 remains in TDA Fund Balance. The report is incorporated into these minutes as Exhibit A.

***Member Cheryl Pullium made a motion, seconded by Member Kevin Covell to approve the financial report ending March 2023. Motion carried unanimously by a vote of 6-0.***

5. **New Business**

Applications for consideration:

A.) Request for TDA support from Smoky Mountain Shrine Club- 80s Flashback Weekend to be held on August 4 & 5, 2023. The requested amount is \$5,000.

Dave Linn, Smoky Mountain Shrine Club presented an application for funding consideration. The 80s Flashback weekend is a fundraiser that benefits Greenville Shriner's Hospital for Children. The \$5000 will go toward purchasing banners and marketing for the event. This item will be voted on at the June 12, 2023 meeting.

B.) Request for TDA support from Folks Heritage Association of Macon County- Annual Franklin Area Folk Festival- August 19, 2023. The requested amount is \$2,000.

Theresa Ramsey and Ann Hyder presented an application for funding consideration. The request is for \$2,000 for the 17<sup>th</sup> Annual Franklin Area Folk Festival at Cowee School. The festival promotes heritage and culture. There will be demonstrations, local entertainment and activities for children. This item will be voted on at the June 12, 2023 meeting.

**5. Items from the Board**

A.) Budget Development- TDA Board

The TDA Board discussed the marketing presentation by Carly Moser. Discussion was had to keep the same total budget amount of \$265,000. The TDA board allocated \$220,000 for advertising & marketing, \$3,200 for audit & bond, \$36,000 for festivals & events, and the remaining \$5,800 into undesignated/miscellaneous.

***Member Tim Crabtree made a motion, seconded by Member Cheryl Pullium to approve the proposed TDA budget of \$265,000. The motion carried unanimously by a vote of 8-0.***

B.) Memberships Terms Expiring- May and June 2023

Town Manager Amie Owens noted there were 6 vacancies on the TDA Board. There are four current members with terms that will expire in May and June of 2023. Individuals wishing to be considered for reappointment would need to complete an application and submit to Town Clerk Nicole Bradley by May 17<sup>th</sup>. Applications were provided in the distributed packets.

Town Council will vote on membership appointments at their June 5, 2023 meeting.

**6. Announcements**

A.) The next regular scheduled TDA meeting will be held on Monday, June 12 2023 at 5:30 p.m. in the Town Hall Board Room.

**7. Adjourn**

***Member Cheryl Pullium made a motion, seconded by Member Kevin Covell to adjourn the meeting at 5:59 p.m. The motion carried unanimously by a vote of 8-0.***

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**Connie Grubermann, Chairperson**

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**Nicole Bradley, Town Clerk**