

TOWN OF FRANKLIN TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

February 21, 2022

Present: Chair Connie Grubermann, Members Donnie Bishop, Tim Crabtree, Matt Holland, Cheryl Pullium, and Town Manager Amie Owens

Absent: Members Josh Drake, Candy Presley

Others present: None

1. Call to Order – Chair Connie Grubermann

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

2. Approval of the January 10, 2022 Meeting Minutes

Member Donne Bishop made a motion, seconded by Member Cheryl Pullium to approve the minutes of the January 10, 2022 meeting as presented. Motion carried unanimously by a vote of 6-0.

3. Financial Reports through January 31, 2022

Town Manager Amie Owens presented the financial report through January 31, 2021. The report is incorporated into these minutes as Exhibit A upon filing.

Member Cheryl Pullium made a motion, seconded by Member Matt Holland to approve the financial reports through January 31, 2022, as presented. Motion carried unanimously by a vote of 6-0.

4. Subcommittee Reports

- A. Finance/Budget Chair Report – None
- B. Policy and Rules of Procedure Chair – None
- C. Application Review Chair Report – Amie Owens, Town Manager
 - i. Macon County Transit
 - ii. Franklin Appalachian Trail Community Council
 - iii. Taste of Scotland

5. New Business

Consideration of three (3) Applications for funding (vote to be held at the March 14 meeting)

Natasha Sebring, representing the Franklin Appalachian Trail Community Council (FATCC), explained to those present that the request was for \$830 for support of various advertising needs including via social media, the update of the signature board for those hiking the AT and passing through Franklin and a banner to cross Main Street highlighting the various spring event for hikers. She also noted that the group is considering a mural on one of the buildings on Main Street to highlight the AT 110.

Ms. Owens noted that the Macon County Transit request was directly related to the AT and the route for bringing hikers into town and back out to the AT. This is a request that has been approved for several years. The amount requested is \$4,870.

Ms. Owens explained that a third request had been received following the submittal of the agenda. Taste of Scotland submitted an application for consideration. There was no budget included with the submission and the group agreed that until a budget is received, the application would not be considered. Ms. Owens will reach out to Taste of Scotland representatives for this information.

These items will be considered for approval at the March 14, 2022 meeting.

6. Items from the Board

Chair Connie Grubermann indicated that she would not be present at the next meeting but could call in to participate.

Member Donnie Bishop asked whether there were other things that the Franklin TDA could be doing to enhance and improve tourism. Discussion was held and it was noted that utilizing a downtown webcam or bringing in influencers were ways to help boost tourism efforts. Also of note was the marketing to various RV tour groups. Members were asked to think about potential ways to help.

Member Donnie Bishop explained that he would be out of the state June, July and August. The group agreed that, if possible, he could call into the meetings. If not, then the extended absence is excused.

7. Announcements

A. The next regularly scheduled TDA meeting will be on Monday, March 14 at 5:30 p.m. in the Town Hall Boardroom.

8. Adjourn

Member Tim Crabtree made a motion, seconded by Member Cheryl Pullium to adjourn the meeting at 6:05 p.m. Motion carried unanimously by a vote of 6-0.

Connie Grubermann, Chairperson

Amie Owens, Town Manager/acting Town Clerk