

TOWN OF FRANKLIN TOURISM DEVELOPMENT AUTHORITY

MEETING MINUTES

August 8, 2022

Present: Chair Connie Grubermann, Members Tim Crabtree, Josh Drake, Matt Holland, Amie Owens, Cheryl Pullium

Absent: Member Donnie Bishop

Others present: Mia Overton, The Franklin Press
Beth Payseur, Drake Enterprises

1. Call to Order – Chair Connie Grubermann

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

2. Approval of the May 9, 2022 Meeting Minutes

Member Cheryl Pullium made a motion, seconded by Member Tim Crabtree to approve the minutes of the May 9, 2022 meeting as presented. Motion carried unanimously by a vote of 6-0.

3. Year-End Financial Reports through June 30, 2022

Town Manager Amie Owens presented the year-end financial report through June 30, 2022. She noted that the final collected revenues were \$175,907.45 which was \$10,907.45 more than budgeted. The majority of the months (10) showed highest collections on record with the remained two months as the second highest on record. The report is incorporated into these minutes as Exhibit A upon filing.

Member Cheryl Pullium made a motion, seconded by Member Tim Crabtree to approve the financial reports through June 30, 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
(Applications for discussion under new business)

5. New Business

A. Folk Heritage Association of Macon County

Teresa Ramsey and Anne Hyder, representing the Folk Heritage Association of Macon County, presented information for their application for funding for the 16th Annual Franklin Area Folk Festival at the May 9, 2022 meeting. There was no quorum for the June meeting and a vote was taken via email to approve funding prior to the end of the fiscal year. Copies of the emails are incorporated into these minutes as Exhibit B.

Member Cheryl Pullium made a motion, seconded by Member Tim Crabtree to ratify the funding request for the Folk Heritage Association of Macon County for the 16th Annual Franklin Area Folk Festival. Motion carried unanimously by a vote of 6-0.

B. Budget Discussion

Beth Payseur, Drake Enterprises, noted that the website was in need of updating. She provided information on potential new services such as new videos and photographs for the website and suggested having someone to regularly update social media content. Ms. Payseur explained that while the analytics were good for the various marketing packages that had been purchased; however, more could be done with retargeting and some geofencing services.

There was discussion about funds that could be used to increase the budget. Member Josh Drake noted that some of the improvements suggested should be done sooner rather than later and that the TDA should have money available to use. He noted that there were funds available in reserves and that there was a surplus over the budgeted amount for the fiscal year 2021/2022. Member Josh Drake continued by noting that there was \$3,800 in Undesignated/Miscellaneous in the budget and the cost of website upgrades was \$3,500 and that the website update should occur now.

Member Josh Drake made a motion, seconded by Member Tim Crabtree to utilize \$3,500 from the Undesignated/Miscellaneous in the current budget to update the website. Motion carried unanimously by a vote of 6 – 0.

Member Josh Drake noted that the TDA should request additional funds be added to the current year budget and that Ms. Payseur be asked to help with prioritizing and suggesting improvements with an increased budget. Town Manager Amie Owens will put the request for additional funds on the Town Council agenda for the September 6, 2022 meeting.

Member Josh Drake made a motion, seconded by Member Cheryl Pullium to request additional funds from the TDA fund balance to move forward with additional services and improvements. Motion carried unanimously by a vote of 6 – 0.

C. Consideration of Applications for funding

Macon County Art Association/Uptown Gallery – Art Fest 2022 – August 11-13, 2022

Maryellen Tully presented information related to the upcoming event Art Fest. This is a first-time event and will be held at the Macon County Public Library with various artists providing demonstrations, exhibitions, workshops and children’s activities. Ms. Tully noted that funding had been approved by the Tourism Development Commission (TDC) and that the Arts Council was utilizing \$1,000 of their own funds to assist with promotion. The request from the TDA is for \$2,500. This application was brought to the July meeting where there was no quorum present.

Member Tim Crabtree made a motion, seconded by Member Josh Drake to approve the funding request for \$2,500 for the Macon County Art Association/Uptown Gallery’s Art Fest 2022. Motion carried unanimously by a vote of 6 – 0.

North Carolina Trail of Tears Association – September 30, 2022

An application was submitted by the North Carolina Trail of Tears Association for the 25th Annual National Trail of Tears Association Conference and Symposium. This event had to be cancelled in 2021

due to the COVID-19 pandemic. Dignitaries from the Eastern Band of Cherokee Indians, and state and federal agencies and the public will be in attendance. There will be activities at the Nikwasi Mound and other culturally significant sites in Macon County. The request was for \$3,500 in funding. As this had been a previously approved event, the group agreed that a vote would be appropriate at this meeting.

Member Josh Drake made a motion, seconded by Member Cheryl Pullium to approve the funding request of \$3,500 for the North Carolina Trail of Tears Association for their annual conference and symposium. Motion carried unanimously by a vote of 6 – 0.

Horse Tales Farm Festival and Craft Show – October 14-15, 2022

An application was received from Horse Tales Farm, Inc. for the Horse Tales Farm Festival and Craft Show. This is an event that has been held previously and will be staged at the Macon County Fairgrounds. The purpose of the event is to raise funds for supplies and pet adoptions in the region. There will be crafters, activities for children, pet adoptions, raffles and some live streaming content to highlight the area. The request is for \$2,500.

This is the first review of the application for this event and voting will occur at the September TDA meeting.

D. Discussion of membership and potential vacancies

Town Manager Amie Owens noted that since its inception, the TDA should have had nine (9) members. At this point, there are seven on the roster. Ms. Owens asked if the group would be amenable to advertising for additional members to meet this goal. Members agreed by consensus that the vacancies would be advertised.

There is a member who no longer meets the criteria for serving on the TDA based on attendance record and who no longer works for or owns a tourism related business. Members agreed by consensus to send the individual a notice that they were being removed from the TDA. Ms. Owens will inform the Town Council of this removal.

6. Items from the Board

There were no additional items for discussion.

7. Announcements

A. The next regularly scheduled TDA meeting will be on Monday, September 12 at 5:30 p.m. in the Town Hall Boardroom.

8. Adjourn

Member Josh Drake made a motion, seconded by Member Cheryl Pullium to adjourn the meeting at 6:24 p.m. The motion carried unanimously by a vote of 6-0.

Connie Grubermann, Chairperson

Amie Owens, Town Manager/acting Town Clerk