



# Town of Franklin

## **Town of Franklin Tourism Development Authority Meeting** **July 11, 2011 - Boiler Room**

Present: Candy Presley, Deb Heatherly Ron Haven, Sam Greenwood, Ron Winecoff, Ellen Jenkins, Beverly Mason, and Mike Grubermann.

Absent: None,

Guests: Tony Angel, Michael Rogers, Linda Schlott, and Sylvia Cochran

Candy Presley called the meeting to order at 5:37 pm.

### **Approval of Minutes**

The June 13, 2011 minutes were reviewed. Ron Winecoff made a motion to accept the June minutes. Sam Greenwood seconded the motion. The motion was passed unanimously.

### **Financial Report**

The financial report for June was reviewed. A slight downward trend was noticed. Ron Winecoff motioned to approve the financial report, Ron Haven Seconded the motion. The motion was passed unanimously.

### **Sub-Committee Reports**

Finance/Budget Committee – Mike Grubermann, - No other report

Policy & Procedures – Sam Greenwood, Chair - No report

Funding Evaluation Committee – Deb Heatherly, Chair - No Report

### **Unfinished Business**

- A. Grant request for the Outdoorathon. – Candy Presley informed Ron and Cory that the TDA was interested in only providing ads for the event and not just providing undedicated funding. Tony Angel confirmed that when he approached them about doing the ads, they responded that without the \$8,000.00 in funding there was no use to continue. Sam Greenwood motioned to deny the funding request. Beverly Mason seconded the motion. The motion passed With Ron Winecoff abstaining.
- B. Mobile App Payment. This was added to the agenda as a payment request was made. Mike Grubermann reported that he had seen the framework for the application and that the filming was underway and that the filming and editing was basically all that was needed to make the app live. Jon Menick had requested the payment because he has hired actors for roles as tourists asking questions at each story point with the local expert providing the answers to the questions. This was the suggested format rather than just having talking heads explaining what is at the site. Deb Heatherly motioned to approve the payment of \$5,500.00 to Story Point Media. Beverly Mason Seconded the motion. The motion was passed unanimously.

### **New Business**

- A. Grant request the Franklin Main Street Program for PUMPKINFEST. Linda Schlott explained that this is the 15<sup>th</sup> year and she has upped the vendor fees and is trying to make it self-supporting. This event is scheduled for October 21 & 22, 2011 from 9:00 a.m. to 8:00 p.m. downtown. She is asking for \$2,000.00 and 2 billboards. Sam Greenwood suggested to retain funds from earnings separately to provide a starting basis for next year. Deb Heatherly motioned that \$2,000.00 and 2 billboards be approved. Sam Greenwood seconded the motion. The motion was passed unanimously.
- B. Grant request from the Main Street Program for Christmas Events. Linda Schlott This request includes funding for the tree lighting and Winter Wonderland activities. The events are well attended as last year at the tree lighting 600 candles were distributed. The Young Professionals group is assisting at the events. Kids get cookies and cider and the letters to Santa get answered. Winter Wonderland will run from 5:00 p.m. 8:00 p.m. and will include ice sculpture demonstration and the ice slide, costume characters, entertainment and the stores serve refreshments. She is asking for \$3,500.00 and 2 billboards. She mentioned that the Main Street Board has split the funding pool six ways now instead of the previous four events they funded, so less money is available to each. Beverly Mason motioned to approve funding \$3,500.00 and 2 billboards. Sam Greenwood seconded the motion. The motion was passed unanimously.
- C. Proposal from Michael Rogers. Michael Rogers presented a program that he is now filming each of the festivals in high definition. So far he has filmed Trail Days, the quilt airing, and the Taste of Scotland. He will continue with the program as presented at the meeting in writing. He demonstrated that the filming can be made into three minute videos for U-Tube and other ads and other proposals for on-line use as listed. He also suggested that business cards with the access information could be purchased for \$0.02 each and distributed at the events. Tony Angel has set up DiscoverFranklinNC.com on the web and U-Tube. Deb Heatherly Motioned that the TDA approve \$250.00 for the filming and a \$200 flat fee for the editing of each event and the implementation DiscoverFranklinNC.com. Beverly Mason seconded the motion. The motion was passed unanimously.
- D. Grant request for the 2012 Bike Rally. Sylvia Cochran presented a revised grant request for the bike rally. Her request was for \$14,800.00 to initiate the Rally in 2012. This includes the marketing and promotion of the event during the balance of this year and into next year. She also commented that we need to pick a name for the event and select a date. Several options for the date were discussed with an effort to avoid other planned events. August 17-19, 2012 was the prime date suggested. Since the requested funds would be billed as the promotions progress and would occur between now and August of next year Ron Haven made a motion to approve the dates of August 17-19, 2012 and to fund the budget as presented. Ron Winecoff seconded the motion. The motion was passed unanimously.

#### **Items from the floor**

Candy Presley commented that when a request for a billboard comes in, the applicant should have the artwork ready to eliminate the delay in getting the ad placed on the billboard.

Ron Haven commented that the TDA should consider a bluegrass festival.

Beverly Mason commented that the Greenway should be included in some of the festivals and in advertising.

#### **Announcements**

No announcements at this time.

#### **Next Meeting**

Monday, August 8th at 5:30 pm at a place to be decided.

There being no further business, Candy Presley called for a motion to adjourn. Motion was made by Ron Haven and seconded by Sam Greenwood. The meeting adjourned at 7:15 p.m.