

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

AUGUST 12, 2024

Present: Members: Rob Reale, Amie Owens, Guy Gooder, Kevin Covell, Angela Martin, Hannah Edwards, Josh Drake (arrived 5:34), and Tim Crabtree (arrived 5:37).

Absent: Chairperson Connie Grubermann and Member Matt Holland.

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Town Council Member
Morgan Stewart, Stewart Communications
Dan Finnerty, Macon Sense
Mia Overton, The Franklin Press
Various other Franklin Business Owners

1. Call to Order- Town Manager Amie Owens

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

2. Approval of the July 8, 2024 Meeting Minutes

Member Kevin Covell made a motion, seconded by Member Hannah Edwards to approve the minutes of the July 8, 2024 meeting as presented. Motion carried unanimously by a vote of 6-0.

3. Financial Reports- ending June 30, 2024

Town Manager Amie Owens presented the Financial Report through the end of the Fiscal Year, June 2024. She noted that the month of June 2024 was the 2nd highest June on record, with \$19,806.29 in occupancy tax collected.

Total expenses for FY 23/24 were \$251,956.71. There was \$13,043.29 remaining from the \$265,000 TDA budget that will roll to fund balance. The FY 23/24 collections minus expenditures balance is negative \$67,092.36. The TDA Fund Balance is \$167,911.86. The reports are incorporated into these minutes as Exhibit A.

Member Angela Martin made a motion, seconded by Member Rob Reale to approve the financial report ending June, 30 2024. Motion carried unanimously by a vote of 6-0.

4. New Business

A.) Vote on Application

Outdoor 76 requested TDA support for the Naturalist 20/50K to be held on October 5 2024. The requested amount is \$1,600.

Member Hannah Edwards made a motion, seconded by Member Guy Gooder to approve the funding request of \$1,600 for Outdoor 76 Naturalist 25/50K as presented. Motion carried unanimously by a vote of 7-0.

5. Items from the Board

A.) Marketing Report- Stewart Communications

Morgan Stewart, Stewart Communications, gave the marketing update:

- Looking to partner with the TDC and Nantahala TDA to develop a video with Our State Magazine. The plan is to split the cost (\$5,600 per origination).
- Working with Buerman, Miller & Fitzgerald (BMF) on media outreach. They have taken tours around Franklin.
- Working on strategic plan, new website (sitemap), reviewing rebranding ideas (Discover Franklin has been around for 12 years and they are leaning towards changing to Experience Franklin).
- Stakeholder meetings began on August 9th and will continue.
- A QR code survey for tourist has been developed and will be posted at participating businesses in town.

Member Josh Drake asked Morgan about Google analytics. He said he feels it's important. Morgan said he hasn't looked at it yet, but he will.

Member Tim Crabtree is also a member of the TDC, so he discussed the potential TDA/TDC/Nantahala TDA partnership. He stated the TDAs and TDC would own all professional footage (B-roll).

B.) Response from Town Council to Memo re: Tourism Related Expenditures

Councilman Tompa said that Town Council plans to develop a list of potential projects and will submit an application for funding to the TDA.

7. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, September 9, 2024 at 5:30 p.m. in the Town Hall Board Room.

Resident Steve Tuten was in attendance and brought up an idea for the Annual New Years Eve Ruby Drop. He said it would be neat if the ruby was dropped into a "ring" at midnight. He feels it would keep people around that night and provide a good photo opportunity.

8. Adjourn

Member Josh Drake made a motion, seconded by Member Tim Crabtree to adjourn the meeting at 5:58 p.m. The motion carried unanimously by a vote of 8-0.

Amanda W. Owens, Town Manager

Nicole Bradley, Town Clerk