

Town of Franklin Tourism Development Authority Meeting

December 14, 2015

Present: Chairperson Candy Presley, Town Planner Justin Setser (In Town Manager Summer Woodard's absence, Donnie Bishop, Tim Crabtree Connie Grubermann, Vickie Springer and Cheryl Pullium.

Absent: Josh Drake and Summer Woodard

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

Motion was made by Pullium, seconded by Grubermann to add Nelson Bumgarner to the December 14, 2015 meeting Agenda, and to approve the meeting Agenda with amendment. Motion carried. Vote: 6 to 0.

New Business: Nelson Bumgarner

Nelson Bumgarner – I'm with Allison Outdoors and we have worked together before. Last year we did do the digital billboard south of Town, a ten by thirty. That board renews January 1. You have two generic messages on there now, and you pay \$350.00 per month. We keep the rate the same. Even though you are not doing it now, you have the option to put up different events as they approach. Maggie Valley and Haywood County do this. No additional cost for this. If you have the resources to come up with the design and artwork, we can do that for you. We have two graphic artists that we work with. You can allow us to do that for you. Just give us notice. We have 11 digitals up right now, across Western North Carolina. You do have an option to be on the billboard twice between one and four minutes, for \$100 more. It does make a difference. Right now you have one every 3 ½ to four minutes.

Tim Crabtree – How long do the ads stay up?

Nelson Bumgarner – Six seconds. Right now you're showing 360 spots per day. If you go up it would go up above 700 spots per day. I don't know if we will have an extra slot open, but I will let you know. And you don't have to run the same message either.

Candy Presley – We will not be able to vote on this tonight, but we will be able to vote on this January 11, 2016.

Nelson Bumgarner – We will see what we can do. If you are interested in the double rate, I'll see what we can do.

Donnie Bishop – What is the content of that billboard now?

Nelson Bumgarner – It's a picture with the Town's logo, a picture of the mountains. It's by Subway, catching the northbound traffic.

The Board discussed about when to vote on the issue, deciding to wait until January to vote because that's the Board's general practice.

December 14, 2015 meeting continued,

Approval of the November 9, 2015 Board minutes

Motion was made by Grubermann, seconded by Springer to approve the November 9, 2015 meeting minutes as presented. Motion carried. Vote: 6 to 0.

No financial report was given due to Town Manager Summer Woodard's absence.

No Sub-Committee Reports

Old Business: Funding request for 2nd Annual Ruby Drop for \$3,000

Cheryl Pullium- How much did we give last year? I don't think it's on here.

Tim Crabtree – I believe it was \$1,000.00. It may have been \$1,500.00. I can't remember

Connie Grubermann – And the Tourism Development Commission gave \$1,500?

Tim Crabtree – yes. We increased the marketing budget this year, and all of the funds will be spent on marketing.

Vickie Springer – There is no conflict with Tim being on the board?

Tim Crabtree – I'm not voting.

Motion was made by Grubermann, seconded by Springer to approve \$1,500 to the 2nd Annual New Year's Eve Ruby Drop. Motion carried. Vote: 5 to 0. Tim Crabtree recused himself from voting.

Old Business: Funding Request for Natural Bodybuilding Competition for \$1,000

Motion was made by Grubermann, seconded by Pullium to approve \$1,000.00 for the Natural Bodybuilding Competition. Motion carried. Vote: 6 to 0.

Items from the Board

The Board reviewed the main functions and operations of the Tourism Development Authority Board for new members Tim Crabtree and Donnie Bishop.

December 14, 2015 meeting continued,

Announcements:

The next regularly scheduled TDA meeting is Monday January 11, 2016 at 5:30 p.m. in the Town Hall Board Room.

Motion was made by Grubermann, seconded by Pullium to adjourn the meeting at approximately 6 p.m. Motion carried. Vote: 6 to 0.

Candy Presley, Chairperson

Summer Woodard, Town Manager

