

TOWN OF FRANKLIN TOURISM DEVELOPEMNT AUTHORITY

MEETING MINUTES

JULY 8, 2024

Present: Chairperson Connie Grubermann, Members: Rob Reale, Amie Owens, Matt Holland, Guy Gooder, Kevin Covell, Josh Drake (arrived 5:31), Tim Crabtree (arrived 5:33), and Angela Martin (arrived 5:34).

Absent: Member Hannah Edwards

Others present: Nicole Bradley, Town Clerk
Robbie Tompa, Town Council Member
Morgan and Melanie Stewart, Stewart Communications
Mary Guercio, Tribal Vibe Promotions
Corey McCall, Outdoor 76
Mia Overton, The Franklin Press
Various other Franklin Business Owners

1. Call to Order- Chairperson Connie Grubermann

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

2. Approval of the June 10, 2024 Meeting Minutes

Member Kevin Covell made a motion, seconded by Member Matt Holland to approve the minutes of the June 10, 2024 meeting as presented. Motion carried unanimously by a vote of 6-0.

3. Financial Reports- ending May 30, 2024

Town Manager Amie Owens presented the Financial Report through the end of May 2024. She noted that the month of May 2024 was the 5th highest May on record, with \$14,634.68 in occupancy tax collected.

Total expenses year to date are \$235,385.53 leaving negative balance of \$83,370.76 of collections minus expenditures. TDA Fund Balance is \$167,170.04. The reports are incorporated into these minutes as Exhibit A.

Member Kevin Covell made a motion, seconded by Member Guy Gooder to approve the financial report ending May, 31 2024. Motion carried unanimously by a vote of 7-0.

4. New Business

A.) Vote on Application

Tribal Vibe Promotions 4th Annual Come Together Festival on September 27, 2024. The requested amount is \$1,000.

Member Matt Holland made a motion, seconded by Member Guy Gooder to approve the funding request of \$1,000 for Tribal Vibe Promotions Come Together Festival as presented. Motion carried unanimously by a vote of 8-0.

B.) Application for Consideration

Corey McCall, Outdoor 76, requested TDA support for the Naturalist 25/50K race on October 5, 2024. The request is for \$1,600. This item will be voted on at the August 2024 meeting.

5. Items from the Board

A.) Marketing Report and Transition

Carly Moser, DEL, submitted the quarterly marketing report ending June 2024. (Attached Exhibit B). Town Manager Amie Owens thanked Carly for all her work on the TDA Marketing efforts.

Chairperson Connie Grubermann and Town Manager Owens met with Morgan Stewart, Stewart Communications, and went over the expectations and plans for FY 2024-2025 TDA Marketing efforts. Chairperson Grubermann said they talked about forming a subcommittee of 2-3 members to meet with Stewart Communications regarding marketing efforts and activities.

The recommendation was for Chair Grubermann, Member Kevin Covell and Member Guy Gooder to be part of that subcommittee since they would not benefit directly from marketing.

Morgan Stewart presented a marketing report. Stewart Communications did a survey during July 4th activities. They canvassed Main Street from 10:30 am to 12:30 pm. They surveyed 63 people and obtained 32 email addresses. He included the survey results in his report. He also discussed media relations and holding stakeholder meetings.

B.) Request from Town Council regarding use of Tourism Related Funds for FY 2024-2025

Town Manager Owens noted that there is \$16,350 in undesignated funds for FY 2024-2025. She asked Councilman Robbie Tompa for direction from Town Council. Councilman Tompa said that Town Council was looking to encourage communication with the TDA Board and prompting ideas for Town projects. Discussion was held about projects the TDA could help with if Town Council made a request for funding.

Additional discussion was held on the marketing subcommittee. There was a suggestion to have a rotation of members on the subcommittee. All members are invited to attend the meetings provided there is not a quorum present.

Member Angela Martin made a motion, seconded by Member Kevin Covell to approve the marketing subcommittee, consisting of Connie Grubermann, Kevin Covell and Guy Gooder as presented. Motion carried unanimously by a vote of 8-1. Member Josh Drake voted in opposition.

The marketing subcommittee will meet on Tuesday, July 9 at 10 a.m. in the Town Hall Board Room.

7. Announcements

A.) The next regular scheduled TDA meeting will be held on Monday, August 12, 2024 at 5:30 p.m. in the Town Hall Board Room.

8. Adjourn

Member Josh Drake made a motion, seconded by Member Tim Crabtree to adjourn the meeting at 6:07 p.m. The motion carried unanimously by a vote of 9-0.

Connie Grubermann, Chairperson

Nicole Bradley, Town Clerk

Marketing Report – June 2024

June was another great month for advertising. We saw 9,500 unique visitors to the website. Cross Media Optimization (Search and Social) continued to be the highest driver of traffic to the website, driving 65% of website traffic.

XMO optimized to the social ads this month. We had an incredible month for social ads. Our spring social ad was our best performing ad. Erin said LocaliQ's design team was all watching the numbers they were so happy with the results. That specific creative had 4,200 likes, 132 comments, and 631 shares! We reached an average of 47k people a day on social media.

Our search click through rates continued to be impressive. When people in our target DMAs searched for “weekend vacations,” “visit Franklin NC,” “family fun events,” “romantic weekend,” and “mini vacation” were our top 5 keywords. I think this shows how diverse the audience we were reaching is and how we continued to deliver people searching these keywords at a 10% Click Through Rate. Meaning 10% of the people in Atlanta, Charlotte, and Raleigh, who saw our search ads clicked through to the website.

We didn't run an email campaign in June. May's email reached 55,000 people. Between the email and reminder email there were 20k opens and 2,500 clicks to the website. We retarget this audience with display ads and saw a .09% click through rate.

YouTube continued to overperform. We continued to be above average benchmarks and travel industry benchmarks.

June was a great finish to another fiscal year.

EXHIBIT B