

## Town of Franklin Tourism Development Authority Meeting

March 12, 2018

Present: Chairman Candy Presley, members Donnie Bishop, Josh Drake, Cheryl Pullium and Town Manager Summer Woodard.

Members Tim Crabtree and Connie Gruberman were absent.

### Approval of February 12, 2018 Board minutes

Motion was made by Drake, seconded by Pullium to approve the February 12, 2018 meeting minutes as presented. Motion carried. Vote: 5 to 0.

### Financial Reports

Town Manager Summer Woodard presented the financial report. Report is attached.

Motion was made by Pullium, seconded by Drake to accept financial report as presented. Motion carried. Vote: 5 to 0.

### Sub-Committee Reports

Finance/budget chair – None

Policy and Procedures – None

Application Review chair – As follows.

### New Business: Funding Request for Airing of the Quilts

Gwen Taylor presented this item. Request is attached.

### New Business: Funding Request for Appalachian Heritage Festival

Gwen Taylor presented this item. Request is attached.

### Old Business: Advertisement Opportunity with the Franklin Press

Drake – I don't think this is good for the TDA. You're advertising in a lot of local areas. Specifically, 9,000 of the people who are going to see this are already in Macon County. Another 8,000 are in Clayton and Cashiers. I don't think you are going to get a lot of people to come up here and stay.

Woodard – I've had the opposite experience. Working the festivals for the Town I've had several people from out of town, some from Georgia and South Carolina who had friends who saw this publication and came up for Pumpkinfest.

Drake – Did they stay?

Woodard – They did stay.

Drake – Candy, have you seen people coming from these areas?

March 12, 2018 meeting continued,

Chairman Presley – I have not.

Woodard – I'll stand by my motion.

**Motion made by Woodard, seconded by Bishop to approve advertising with the Franklin Press with \$2,000 coming from the FY 2017/2018 budget and \$4,000 coming from the FY 2018/2019 budget. Motion carried. Vote 4 to 1. Drake opposed.**

**Old Business: Funding Request for Natural Bodybuilding Physique Federation**

Woodard – I would like to look at some of their advertising dollars. It looks like it is mostly social media for \$200. You could do some print media for \$500. It looks like the rest is for judges. I would like to make a motion to approve \$500 for advertising for this event.

Drake – I think we should do at least \$700.

Woodard – I am fine with that.

**Motion made by Woodard, seconded by Bishop to approve the funding request for the Natural Bodybuilding Physique Federation for \$700. Motion carried.**

**Items from the Board**

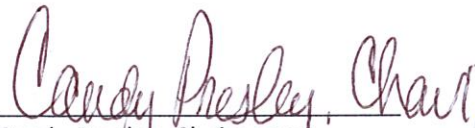
None.

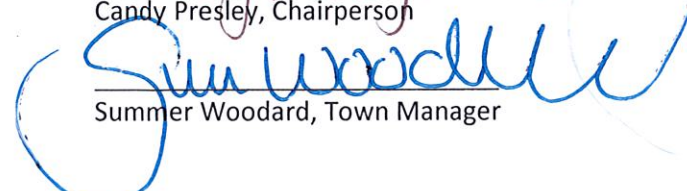
**Announcements**

The next regularly scheduled TDA meeting is Monday April 9, 2018 at 5:30 p.m. in the Town Hall Boardroom.

**Adjourn**

**Motion was made by Drake, seconded by Pullium to adjourn the meeting at 5:44 p.m. The motion carried. Vote: 5 to 0.**

  
Candy Presley, Chairperson

  
Summer Woodard, Town Manager