

# **Town of Franklin Tourism Development Authority Meeting**

**May 13, 2013**

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Mike Grubermann, Cheryl Pullium, Leland Rykse and Summer Woodard (designated by Warren Cabe.)

Absent: Vickie Springer

Guests: Tony Angel and Nelson Bumgarner

Chair Candy Presley called the meeting to order at 5:30 p.m.

## **Approval of Minutes**

The April 15, 2013 meeting minutes were reviewed

**Mike Grubermann made a motion to approve the April 15, 2013 minutes as presented. Matt Bateman seconded. The motion passed unanimously.**

## **Financial Report**

Summer Woodard reported on the financial report (please see attachment.) Woodard informed the board that as of April 30, 2013 the Tourism Development Authority spent and or committed \$99,279.58. The board has \$720.42 left out of the 2012-2013 fiscal year budget.

## **Sub-Committee Reports**

### **Finance/Budget Chair**

Mike Grubermann: No report

### **Policy and Rules of Procedure Chair**

Vickie Springer: No report

### **Application Review Chair**

Summer Woodard: No report

## **Legal**

Town attorney John Henning Jr., presented an amendment to the rules of procedure for the Tourism Development Authority Board. The amendment is to article 2: Powers, Duties, Objectives and Mission. Under 2.2 "Uses of Funds: The TDA Board may approve projects and make grants that, in its discretion, promote travel and tourism, pursuant to session law 2004-105 and these bylaws. However, the TDA disfavors uses of TDA funds for recipients current operating expenses, including but not limited to salaries, rent, purchase of insurance, and payment of utility expenses such as electricity, water and sewer service and fuel."

## **May 13, 2013 meeting minutes continued**

Josh Drake- I have a problem with the wording of this amendment. I believe that this will restrict the uses of funding for the TDA board. I do not understand why this wording needs to be added.

Candy Presley- The TDA board has been having problems with organizations using TDA funding for general operating costs and other purposes not specified by the TDA board.

Leland Rykse- Should the wording be changed?

Josh Drake- I do not believe this amendment should be added to the TDA bylaws.

Mike Grubermann- This amendment does not say prohibits. It simply states that the TDA board disfavors.

Summer Woodard- The TDA board needs to consider adding this amendment to their bylaws to prevent organizations from spending TDA funding on general operating costs.

Matt Bateman- This has become a problem.

**Summer Woodard made a motion to approve the amendment to the rules of procedure for the TDA board Article (2) Powers, Duties, Objectives and Mission; Section (2.2) Uses of Funds. Mike Grubermann seconded. Motion passed. Vote 6 to 1. Voting yes: Bateman, Grubermann, Presley, Pullium, Rykse and Woodard. Voting no: Drake**

## **Old Unfinished Business**

### **Board decision on sponsorship opportunity for 2013 Appalachian Trail Biennial**

Mike Grubermann- I do not see the benefit of this event. The event is being held at Western Carolina University in Cullowhee, North Carolina.

Matt Bateman- People who attend this event will be coming to the Franklin area for day hikes.

Mike Grubermann- I do not believe people will be spending the night in local lodging. People are going to stay where the event is being held.

Candy Presley- The TDA board does not have the money to sponsor this event at this time.

Matt Bateman- This event is not until the middle of July 2013.

**Mike Grubermann made a motion to deny the 2013 Appalachian Trail Biennial sponsorship request. This motion failed due to a lack of a second.**

**Matt Bateman made a motion to table the 2013 Appalachian Trail Biennial sponsorship request until the July 8, 2013 Tourism Development Authority meeting. Cheryl Pullium seconded. The motion passed unanimously.**

## **May 13, 2013 meeting continued**

### Board decision on funding request for Ruby Bash Rally for \$7,500.00

**Mike Grubermann made a motion to table the board decision on the funding request for the Ruby Bash Rally, billboard request for the Ruby Bash Rally and the funding request for Hiker Transportation, until the July 8, 2013 Tourism Development Authority meeting. Summer Woodard seconded. The motion passed unanimously.**

### Allison Outdoor Advertising Contract for Billboards

Nelson Bumgarner with Allison Outdoor Advertising presented a contract for five (5) rotating billboards and two (2) vinyl billboards. The contract for the five (5) rotating billboards will be up for renewal June 20, 2013. The proposed contract for the five (5) rotating billboards will be from June 20, 2013 until June 20, 2014. The cost is \$1,300.00 per month for twelve (12) months. The total amount would be \$15,600.00. The contract for two (2) vinyl billboards will be up for renewal May 20, 2013. The proposed contract for two (2) vinyl billboards will be from May 20, 2013 until May 20, 2014. The cost is \$520.00 per month for twelve (12) months. The total amount would be \$6,240.00

Josh Drake- I do not see benefits in having seven (7) billboards all in Clayton, GA, Franklin, NC, and Sylva, NC. I think the TDA should invest in electronic billboards in the Atlanta, GA area or Charlotte, NC area.

Leland Rykse- What do the billboards have on them?

Nelson Bumgarner- The five (5) rotating billboards promote festivals and events happening in Franklin. The two (2) vinyl billboards have permanent posters advertising visit Franklin, NC.

Matt Bateman- I would like to see the TDA board look at other areas for billboards.

Mike Grubermann- There is a benefit in having billboards. Billboards allow people to see upcoming events or festivals that are happening in Franklin.

Candy Presley- Billboards are also a way for the TDA board to help festivals and events without committing monetary funding.

Summer Woodard- Billboards are a great way to advertise upcoming festivals and events. People look at billboards.

Josh Drake- I had rather see the TDA board fund one (1) electronic billboard in a larger area than seven (7) billboards all within 30 miles of Franklin.

**Josh Drake made a motion to deny the Allison Outdoor Advertising contract renewal for the two (2) vinyl billboards. Matt Bateman seconded. The motion passed. Vote 4 to 3. Voting yes: Bateman, Drake, Pullium and Rykse. Voting no: Grubermann, Presley and Woodard.**

**Mike Grubermann made a motion to look at the contract for the five (5) rotating billboards at the June 10, 2013 Tourism Development Authority meeting. Summer Woodard seconded. The motion passed unanimously.**

## **May 13, 2013 meeting continued**

### **New Business**

#### **Tony Angel Media proposal for fiscal year 2013-2014**

Tony Angel with Tony Angel Media presented a proposal to do the following for the Tourism Development Authority; Website maintenance for discoverfranklinnc.com and shopandinefranklinnc.com. Services include updates for design (seasonal and event promotion), additional content, and search engine optimization. Social media updating is also included for: Facebook, YouTube, and Google. Graphic design of billboards granted by the TDA for event promotion as well as Franklin promotional boards. Designs would be provided in a timely manner with proofs presented for TDA approval. Advertising development & coordination coordinate specific advertising requests by the Franklin Tourism Development Authority. Services would include design; oversee video production, voiceover work, and placement of any advertising. Proofs of any work would be sent to the TDA for approval. Marketing strategy assistance by working with the Franklin TDA to develop a marketing strategy for 2013 and offer advice and insight as needed throughout the period of the agreement. The monthly retainer fee for my services would be 20 hours at \$800.00

#### **Discussion on joint meeting between the Tourism Development Authority and Tourism Development Commission**

Summer Woodard- I thought the joint meeting went well. I believe the TDC is willing to work with the TDA in sponsorship opportunities with the Smoky Mountain Center for the Fine and Performing Arts.

Cheryl Pullium- I agree. The TDC seemed open to working with the TDA.

Matt Bateman- I would like to see the TDA and TDC have joint meetings more often.

Mike Grubermann- I agree. The TDA and TDC should have a joint meeting at least twice per year.

#### **Discussion on marketing plan for fiscal year 2013-2014**

Candy Presley- The board needs to focus on moving forward with a marketing plan. The new fiscal year begins July 1, 2013.

Josh Drake- I would like to see more information on what the TDA board has spent money on this current fiscal year.

Summer Woodard- All this information is available in the financial report that is presented to the board each meeting.

Josh Drake- The financial report does not give an overall figure to how much was spent on each festival, event, etc.

Summer Woodard- The financial report reflects all of this information.

Josh Drake- I would like to see a better breakdown.

## **May 13, 2013 meeting continued**

Summer Woodard- I will work on a comparison worksheet for fiscal year 2012-2013 and upcoming fiscal year 2013-2014.

Matt Bateman- I would like to see board invest up to \$50,000.00 in a marketing plan that shows what attracts tourist to our area. The board needs to know what type of advertising is working.

Candy Presley- Tony Angel has been instrumental in helping the board determine that billboards and cable television advertising brings tourist to the Franklin area.

Mike Grubermann- I have numerous guest that stay at my bed and breakfast that are from the Atlanta area. I believe Comcast television advertising is working great.

Josh Drake- How is Tony Angel tracking Comcast?

Summer Woodard- One way is through the TDA website. The website traffic has tripled since the TDA started advertising through Comcast television two years ago.

Josh Drake- There is a more precise way to measure the number of hits on a website. There is also a way to see what advertising both print and non-print is working to bring tourist to the Franklin area. I am willing to offer the services my company Premier Marketing for free.

Matt Bateman- Should you not consult with Premier Marketing first?

Josh Drake- No. I am the boss. I can offer this service.

John Henning Jr.,-Premier Marketing is welcome to present services they can offer to the TDA board. However, I will need to look into this if the TDA board decides to go any further than that.

Candy Presley- Can arrangements be made to have Premier Marketing come and present at the next regularly scheduled board meeting on June 10, 2013?

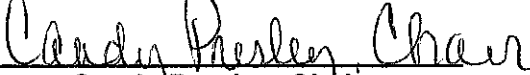
Josh Drake- Yes, I will arrange this.


## **Announcements**

Candy Presley announced that the next regularly scheduled Tourism Development Authority meeting will be on Monday, June 10, 2013 at 5:30 p.m. in the Town Hall Board room.

## **Adjournment**

There being no further business, Summer Woodard motioned to adjourn and it was seconded by Mike Grubermann. The meeting adjourned at 7:30 p.m.

  
Candy Presley, Chair

  
Summer Woodard, Town Staff