

## Town of Franklin Tourism Development Authority Meeting

September 8, 2014

Present: Chair Candy Presley, Matt Bateman, Josh Drake, Leland Rykse, and Summer Woodard.

Absent: Mike Grubermann, Cheryl Pullium and Vickie Springer

Guest: Bo Bryant and Jim Akins

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

**Motion was made by Leland Rykse, seconded by Matt Bateman to excuse Mike Grubermann, Cheryl Pullium and Vickie Springer. Motion carried. Vote: 5 to 0.**

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### Approval of Minutes

The August 11, 2014 meeting minutes were reviewed.

Josh Drake stated that he would like to add to the minutes his comment at the August 11, 2014 board meeting that local billboards did not attract tourist and were an unnecessary expense.

**Motion was made by Josh Drake, seconded by Leland Rykse to approve the August 11, 2014 meeting minutes with Josh Drakes comment to be added to the minutes. Motion carried. Vote: 5 to 0.**

### Financial Report

Summer Woodard presented the financial report (see attachment.)

**Motion was made by Josh Drake, seconded by Leland Rykse to accept the financial report as presented. Motion carried. Vote: 5 to 0.**

### 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

**September 8, 2014 meeting continued,**

**New Business**

**Funding Request for Pumpkin Fest 2014**

Bo Bryant with the Franklin Main Street Program gave a presentation on Pumpkin Fest. This is the 18<sup>th</sup> year for Pumpkin Fest. Pumpkin Fest will start Friday October 24, 2014 with Hayrides and treats with merchants on the Highlands Road from 3:00 p.m. until 6:00 p.m. The festival will be Saturday October 25, 2014 in downtown Franklin from 9:00 a.m. until 4:00 p.m. There will be vendors, pie eating contest, costume contest, parade, entertainment, games for kids, live music, craft and food vendors, roving entertainers and the famous pumpkin roll. The Franklin Main Street Program is requesting \$1,500.00 for this event.

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Matt Bateman- Why is Linda Schlott not presenting this request?

Bo Bryant- Ms. Schlott is retired. I am the Chairman for the Franklin Main Street Program.

Chair Candy Pressley- Ms. Bryant thank you for coming and presenting. The TDA will vote on this request at their October 8, 2014 board meeting.

**Funding Request for Scottish Tartans Museum**

Jim Akins with the Scottish Tartans Museum gave a presentation requesting funds for advertisement in the Blue Ridge Highlander. The Scottish Tartans museum is seeking funds to advertise on the Blue Ride Highlander website. The Blue Ridge Highlander will design an ad that will be on their website which receives approximately 1.7 million visitors per year. The Scottish Tartans Museum is hopeful that visits to the museum will increase which will affect other businesses on Main Street and the Franklin area. The Blue Ridge Highlander will track and provide the museum with the number of visitors to the ad. They will also have a generation program where some visitors fill out a form to get more information from the advertiser and the museum would be added to this as well. The museum keeps track of the number of visitors on a daily basis which can be compared to previous dates. This is the first time the Scottish Tartans museum has requested funds for this. Any cash or sales generated from this ad will go toward paying off existing debt and then museum updates and changes. The Scottish Tartans Museum is requesting \$1,800.00 for this advertisement.

Matt Bateman- Is the Scottish Tartans Museum involved with the Taste of Scotland Festival?

Jim Akins- No. We are separate from the Taste of Scotland.

Josh Drake- Why did you not complete the budget section in the grant request?

Jim Akins- My wife and I are volunteers and we are new to this. I will work on getting the budget completed by the TDA's next board meeting. A lot of budgetary information is not correct in the museum. Therefore, my wife and I have been sorting through everything.

Chair Candy Presley- Do you feel this will increase the number of visitors to the Scottish Tartans museum?

Jim Akins- Yes.

**September 8, 2014 meeting continued,**

Chair Candy Presley- Mr. Akins thank you for presenting. The TDA will vote on this request at their October 13, 2014 board meeting.

Update on TDA Budget for Fiscal Year 2014-2015

Summer Woodard informed the board that the Town Board of Aldermen voted to approve the Tourism Development Authority's request to use reserve funds in the amount of \$18,400.00. This amount will be added to the Tourism Development Authority's budget and will bring the total budget to \$118,400.00 for fiscal year 2014-2015.

~~Chair Candy Presley- I would also like to inform the board that I had to make an executive decision and authorize Site Dart Hosting to be paid for hosting the Tourism Development Authority's website. The site was going to expire before the next TDA board meeting. I would like to get the board's approval of this expenditure.~~

**Motion was made by Josh Drake, seconded by Leland Rykse to approve the Site Dart Hosting expenditure. Motion carried. Vote: 5 to 0.**

Items from the Board

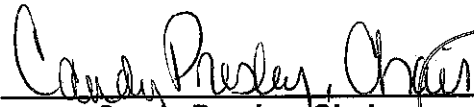
Josh Drake- I would just like to reiterate my point earlier that local billboards do not bring tourist to Franklin and are a wasteful use of funds.

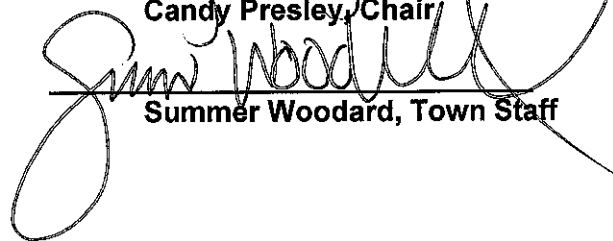
Announcements

The next regularly scheduled Tourism Development Authority meeting will be Monday, October 13, 2014 at 5:30 p.m. in the Town Hall Board room.

Adjourn

**At 6:15 p.m. motion was made by Josh Drake, seconded by Vickie Springer to adjourn. Motion carried. Vote: 5 to 0.**

  
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Candy Presley, Chair

  
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Summer Woodard, Town Staff