

Town of Franklin Tourism Development Authority Meeting

September 10, 2012

Present: Candy Presley, Karen Bacon, Matt Bateman, Mike Grubermann, Ellen Jenkins, Beverly Mason, Vickie Springer and Summer Woodard (designated by Sam Greenwood.)

Absent: Deb Heatherly

Guests: Tony Angel, Sylvia Cochran, Nikki Corbin, Ron Haven, Martha Holbrooks, Andy Jay, Linda Schlott, and Ron Smith.

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

Approval of Minutes

The August 13, 2012 minutes were reviewed.

Mike Grubermann- I would like the minutes to reflect Aldermen Bob Scotts comments from the last Tourism Development Authority meeting.

Beverly Mason made a motion to approve the August 13, 2012 minutes with the condition that Aldermen Bob Scott's comments on the Tourism Development Authority Board be added to the meeting minutes. Ellen Jenkins seconded. The motion passed unanimously.

Matt Bateman- Before we go any further with the agenda I have a question as to why the Smoky Mountain Center for the Fine and Performing Arts is on tonight's agenda. Did this board not vote at the August 13, 2012 meeting to table this request until the October 8, 2012 meeting?

Summer Woodard- Yes.

Candy Presley- I was not in attendance at this meeting. I do not understand why the Smoky Mountain Center for the Fine and Performing Arts was postponed until the October 8, 2012 meeting. Nothing else was postponed to this date. The October 8, 2012 meeting is for the board retreat. No business needs to take place on this date.

Summer Woodard- We can discuss this when we get to this agenda item.

Financial Report

Summer Woodard reported on the financial report (please see attachment.)

Sub-Committee Reports

Finance/Budget Committee

Summer Woodard, Chair- Other than the reports mentioned above there was nothing further to report.

September 10, 2012 continued,

Policy & Procedures Committee

Summer Woodard, Chair – Deb Heatherly's position on the Tourism Development Authority Board will expire December 2012. Ms. Heatherly has expressed an interest in continuing to serve on the board.

Mike Grubermann made a motion to recommend to the Town Board of Aldermen the reappointment of Deb Heatherly to the Tourism Development Authority Board for a 3 year term from December 2012 until December 2015. Beverly Mason seconded. The motion passed unanimously.

Funding Evaluation Committee

Deb Heatherly, Chair – No report.

Unfinished Business

Advertising Opportunity in Dashboard and Saddlebags Magazine

Andy Jay presented an advertising opportunity to the board for Dashboard and Saddlebags magazine. This magazine is designed to be a marketing tool for destinations within 200 miles of the Charlotte and Lake Norman area. This magazine is designed as a pocket/ reference guide instead of a bulk magazine. The content of this magazine is all about leisure. The goal of this magazine is to encourage tourist to visit destinations within 200 miles of their home. This advertising opportunity allows for both a monthly ad in the magazine. Editorial space is provided each month with your ad at no additional charge.

Beverly Mason- What is the number of publications you do each issue?

Andy Jay- Right now we have 36,000 readers. Last month we had 24,000 readers. We are continuing to gain readers.

Summer Woodard- The blue sheet that you handed out is your price list? (Please see attached.)

Andy Jay- Yes.

Vickie Springer- How far west is this magazine distributed?

Andy Jay- The distribution for this area is light. The goal is to encourage people from Charlotte to visit western North Carolina.

Beverly Mason made a motion to table this request until the next regularly scheduled Tourism Development Authority Board meeting. Mike Grubermann seconded. The motion passed unanimously.

Funding request for Smoky Mountain Center for the Performing Arts

Summer Woodard- Mr. Bateman is correct that the Tourism Development Authority Board did vote at the August 13, 2012 board meeting to table this request to the October 8, 2012 board meeting.

September 10, 2012 continued,

Matt Bateman- I was not certain how much the board had in the budget at the time. I thought the October meeting date would give the board a better opportunity to see how much revenue we have to work with. We have not received a financial report.

Candy Presley- I was not in attendance for this meeting. I am confused as to why this was the only request tabled to the October 8, 2012 meeting. The October 8, 2012 board meeting is reserved for the board retreat. No other business should take place on this date.

Summer Woodard- How does the board feel about discussing this item tonight?

Mike Grubermann- I am okay with looking at this tonight.

Vickie Springer- I am fine with looking at this tonight.

Summer Woodard motioned to place this item on the Tourism Development Authority Board agenda for the September 10, 2012 meeting instead of the October 8, 2012 meeting. Mike Grubermann seconded. The motion passed unanimously.

Nikki Corbin gave a brief overview of what the Smoky Mountain Center for the Performing Arts was requesting from the Tourism Development Authority. The theater is requesting \$10,000.00 in advertising for the month of November 2012. Over 60 % of people attending events at the theater are from out of Town. The November line-up will enhance tourism in the Town of Franklin. The theater is grateful for any amount the Tourism Development Authority is willing to give.

Vickie Springer- The theater brings in a lot of tourism to the Franklin area. However, the TDA board needs look at how much money is in the budget and see if we even have anything to committee to the theater.

Matt Bateman- I agree with Ms. Springer.

Vickie Springer motioned to grant \$5,000 in advertising for the month of November to the Smoky Mountain Center for Performing Arts. Beverly Mason seconded. The motion passed unanimously.

Funding Request for Downtown Businesses

Candy Presley- Why was this request tabled at the last meeting?

Mike Grubermann- There were (2) two reasons why this request was tabled. Number (1) one was to give them a chance to get liability insurance for the event they are promoting. Number (2) two was that this group needs to get an entity in place.

Martha Hollbrooks- The downtown merchants have revitalized Streets of Franklin. This newly formed group met and elected officers. We have worked closely with John Henning Jr and Wayah insurance. We were able to get insurance coverage. We sent you a copy of coverage. We are working to make this a block party event once a month. This event has been well received by locals and tourist.

September 10, 2012 continued,

Summer Woodard- Who are the officers for Streets of Franklin?

Martha Holbrooks- I am president, Amanda Hernandez with Life's Bounty is vice president, Cheryl Pullium with Jamison Jewelers is secretary and Susan with Books Unlimited is treasurer.

Mike Grubermann- How does this figure with the old Streets board? That organization dissolved. There is only one other place that checkbook can go and that is to another 501 (C) 3.

Martha Holbrooks- The old organization never dissolved.

Mike Grubermann- Did the old Streets board meet and conduct a meeting?

Ellen Jenkins- Yes. I was there.

Summer Woodard- Do you have minutes from this meeting with the old Streets board?

Martha Holbrooks- I have hand written minutes I can show you.

Beverly Mason- We can check online to see if the 501 (C) 3 status is still active?

Martha Holbrooks- Yes, it is still active.

Summer Woodard- What old Streets board members were present at this meeting?

Martha Holbrooks- Heidi, George, Ellen, and Jenny.

Mike Grubermann- Were they elected officers of the old Streets organization or just members?

Martha Holbrooks- No, they were members.

Mike Grubermann- Because of concerns raised by attorney John Henning Jr, the TDA needs to see a copy of the event insurance and minutes from the meeting that re-established Streets. There are some very serious legal issues.

Summer Woodard- I would like to note that this organization came before the Tourism Development Commission (TDC) last month requesting funding. The TDC board denied the request because of some of the same concerns in regards of legality.

Mike Grubermann- I was at the TDC meeting. The other issue with this request was that were only asking money from the TDC if the TDA did not agree to grant their funding request. The issues brought up John Henning Jr in my mind are unresolved because we have not received proper documentation.

Vickie Springer- So the original Streets of Franklin board needs to meet and officially turn over everything to the newly formed Streets group?

Mike Grubermann- Yes. No one can just jump into another organization 501 (C) 3.

Candy Presley- Which name is your organization using?

September 10, 2012 continued,

Martha Holbrooks- Streets of Franklin.

Summer Woodard- On your TDA funding request application the name of your organization applying for funding is Downtown Business. Should you not have applied under the name Streets of Franklin?

Martha Holbrooks- Yes, we should have applied as Streets of Franklin.

Summer Woodard- I am willing to make a motion to deny this request because of legal concerns.

Vickie Springer- Why don't we table this until the October meeting?

Beverly Mason- Martha could you get with John Henning Jr and see what Streets needs to do to become a legal entity.

Candy Presley- That could be considered a conflict. John Henning Jr is the Town of Franklins attorney and he works with the TDA board.

Mike Grubermann- I agree.

Matt Bateman- John Henning would not be advising the Streets board. He would just be reviewing documentation with them.

Candy Presley- That is still a conflict.

Vickie Springer- Can we table this request until the October board meeting.

Candy Presley- No. The October board meeting will serve as our retreat. No action can be taken at the retreat.

Summer Woodard motioned to deny the Downtown Merchants request because of legal concerns. Candy Presley seconded. Motion carried. Vote 7 to 1. Voting yes: Bacon, Bateman, Grubermann, Jenkins, Mason, Presley and Woodard. Voting no: Springer.

New Business

Billboard request for Gun Show

Ron Haven- I would like to request any billboards that the TDA is not using to promote the gun show in November 2012 and February 2013. The gun show will cover all cost associated with changing the posters on the TDA billboards.

Beverly Mason motioned to grant any billboards that were available for use to promote the gun show in November 2012 and February 2013 with the understanding that all cost associated with changing any posters will be billed directly to the gun show. Ellen Jenkins seconded. The motion passed unanimously.

September 10, 2012 continued,

Billboard request for Shop Franklin First

Linda Schlott- I am here on behalf of the Franklin Main Street board. I am asking to partner with the TDA in an ad campaign. This is not just for the Main Street program; it is for all of Franklin. It is a shopping and dining campaign. I am not asking for any money. I am asking for billboards.

Ellen Jenkins motioned to grant (2) two billboards to the Franklin Main Street program to promote local shopping and dining and to partner with the Main Street program in promoting shopping and dining locally on the TDA website. Karen Bacon seconded. The motion passed unanimously.

Update from Angel Media on TDA Website and Comcast

Tony Angel- Michael Rogers and I have been working on the production of videos for Comcast to air. The TDA budgeted up to \$50,000 for advertising with Comcast. The TDA is nearing the end of the allotted budget. The Comcast campaign can be stopped at anytime.

Candy Presley- What kind of feedback have you received from this?

Tony Angel- We have received very positive feedback. This campaign was first started in 2011. To date thus far we have had 22,662 people that have viewed the Comcast campaign. A little over (9) nine percent of those individuals have come from the Atlanta area to Franklin.

Mike Grubermann- About (70) seventy percent of the business at my bed and breakfast is from the Atlanta area.

Update from Sylvia Cochran on the Smoky Mountain Rumble

Sylvia Cochran- I am here to give you an update on how the first annual Smoky Mountain Rumble Bike Rally went. The bike rally was August 17th- 19th. The event was very successful. We had over 40 bikes entered in the bike show and over 30 participants participated in the treasure hunt downtown. I would like to thank all the merchants that participated in the treasure hunt. No chaos erupted and there were no accidents. The local law enforcement agencies said that no complaints arose from the bike rally. I am submitting a proposal to the TDA to partner with Scott Cochran and I to make this an annual event (see attachment.)

Ellen Jenkins- I have heard nothing but positive things about the bike rally.

Beverly Mason- I am very glad to hear how successful the bike rally was. To my knowledge all hotel and motel rooms were full for the event.

Candy Presley- We still have a remaining balance of \$5,640.00 that was budgeted for this event.

Ellen Jenkins motioned to pay the remaining budgeted balance of 5,640.00 to the Smoky Mountain Bike Rally. Beverly Mason seconded. The motion passed unanimously.

September 10, 2012 continued,

Update from Ron Smith on Ruby Bash Rally

Ron Smith- The Ruby Bash Rally was successful. We had around 250 attendees at the event. Our numbers are down from last year's rally. I feel that there was confusion about my rally and the Smoky Mountain Rumble. I have been committed to my rally dates for years. I feel that the Smoky Mountain Rumble took away from my rally because it was scheduled on the same date. I would like to request that the Smoky Mountain Rumble be held on a different date next year.

Candy Presley- I am sorry you feel that your date was taken away from you. The board will take everything you have said into consideration.

Ron Smith- Thank you.

Items from the floor

Mike Grubermann- I would like to bring up something that was discussed at the TDC meeting I attended last month. There was discussion to make Main Street two way again. This was something that I worked on when I was Town Planner. If there is enough interest among TDA board members I would like to discuss this at the next regularly scheduled TDA meeting.

Announcements

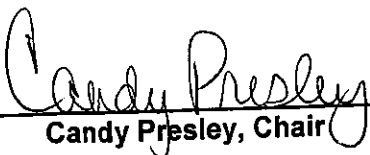
Candy Presley- I would like to remind everyone about the TDA board retreat. The board retreat will be at our regularly scheduled meeting October 8, 2012 at 5:30 p.m.

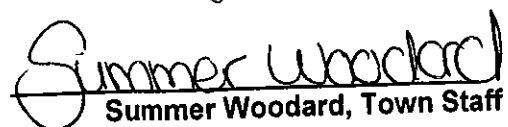
Matt Bateman- Have you given any consideration to my request about moving the retreat date.

Candy Presley- Yes. I have ask other board members and everyone would like to keep the October 8th date as our retreat.

Adjournment

There being no further business, Mike Grubermann motioned to adjourn and it was seconded by Karen Bacon. The meeting adjourned at 7:00 p.m.


Candy Presley, Chair


Summer Woodard, Town Staff