

Town of Franklin Tourism Development Authority Meeting

September 16, 2013

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

Absent: Matt Bateman and Vickie Springer.

Guests: Justin Belleme, Jessica Mason and Town Attorney John Henning Jr.

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

Josh Drake made a motion to excuse Matt Bateman and Vickie Springer from the meeting. Summer Woodard seconded. Motion carried. Vote: 6 to 0.

Approval of Minutes

Motion was made by Cheryl Pullium, seconded by Leland Rykse to approve the August 12, 2013 meeting minutes as presented. Motion carried. Vote: 6 to 0.

New Business- Presentation by Premiere Marketing

Jessica Mason with Premiere Marking gave a brief presentation on Google analytics and the Tourism Development Authority's website. On August 15, 2013 Google analytics code was placed on the Tourism Development Authority's website DiscoverFranklinNC.com. Over, thirty-one hundred (3,100) people visited the website from August 15 through September 3, 2013. Ms. Mason stated that the DiscoverFranklinNC.com was needed to be updated in order to use Google analytics on the website. Ms. Mason suggested using funds allocated to Google Ad-words to update the website.

Chair Candy Presley- How much money was allotted to Google Ad-words?

Summer Woodard- The board allocated fifteen-thousand dollars (\$15,000.00) to Google Ad-words.

Mike Grubermann- How much does Premiere Marketing anticipate the cost will be to make the website compatible for Google analytics?

Jessica Mason- Around four-thousand dollars (\$4,000.00.) I have ask JB Media Group to come and give a presentation on what it would cost to make DiscoverFranklinNC.com compatible for Google analytics. Premiere Marketing does not have the resources to do this.

Chair Candy Presley- I believe it would be appropriate to hear from JB Media Group at this point.

New Business- Presentation by J& B Media Group

Justin Belleme with JB Media Group gave a brief presentation on updating the Tourism Development Authority's website DiscoverFranklinNC.com. JB Media is a collection of search engine optimization, online marketing, and web promotion specialists. A service that JB Media would provide is based on a two (2) month proposal. The first (1st) month JB Media would research, strategize, provide training and review Ad-words. Training would be for the Tourism Development Authority board. Training would consist of showing each board member how to write a blog on the DiscoverFranklinNC.com website.

September 16, 2013 meeting continued,

The second (2nd) month JB Media Group would create content and edit the DiscoverFranklinNC.com website. The cost would be two-thousand dollars (\$2,000.00) per month. The total costs would be four-thousand dollars (\$4,000.00.)

Leland Rykse- I am not in favor of the training. I do not have time to write a blog. I am sure other board members do not have time either.

Candy Presley- I agree. I do not believe the board needs to post anything on the website. In the past there have been issues with postings on the Tourism Development Authority's facebook page.

Summer Woodard- I agree. I am not in favor of blogging.

Justin Belleme- I can take out the training and give more time to research and review of Ad-words.

Motion was made by Mike Grubermann, seconded by Josh Drake to contract with JB Media Group for two (2) months beginning October 1st and ending November 30th, 2013, for a total cost of four-thousand dollars (\$4,000.00.) Motion carried. Vote 6 to 0.

New Business- Approval of Billboard Design for Fall 2013

Motion was made by Mike Grubermann, seconded by Josh Drake to approve the billboard design for Fall 2013. Motion carried. Vote: 6 to 0.

Financial Report

Summer Woodard- There is no financial report for this month.

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

Old Business- Board decision on Funding Request for Pumpkin Fest 2013

Motion was made by Josh Drake, seconded by Cheryl Pullium to grant the Franklin Main Street Program \$1,500.00 for Pumpkin Fest 2013. The motion carried. Vote 6 to 0.

September 16, 2013 meeting continued,

New Business- Update on Tourism Development Commission Meeting

Mike Grubermann stated that the Tourism Development Commission (TDC) decided at their August 22, 2013 meeting to invite Paul Garner with the Smoky Mountain Center for the Fine and Performing Arts to come to the September 19, 2013 TDC meeting. The TDC will make a decision at their September 19, 2013 meeting in regards to the funding request by the Smoky Mountain Center for the Fine and Performing Arts in the amount of \$15,000.00

Candy Presley- The TDA board does not need to wait on the TDC board's decision.

Mike Grubermann- I am just making a report on what happened at the last TDC meeting.

Candy Presley- The TDA board has put off their decision on this request for months.

Summer Woodard- I was charged with being the liaison between the TDA and TDC. This was proposed as a joint venture between both the TDA and TDC boards. I do not feel comfortable making a decision, until after the TDC board meeting.

Candy Presley- I do not understand why the TDA needs to wait on the TDC.

Leland Rykse- I do not have a problem with waiting until after the TDC board meeting. The TDA could re-visit this at the October 14, 2013 meeting.

Motion was made by Josh Drake, seconded by Leland Rykse to post-pone discussion on the Smoky Mountain Center for the Performing Arts, until the October 14, 2013 TDA board meeting. Motion carried. Vote 5 to 1. Voting yes: Drake, Grubermann, Pullium, Rykse and Woodard. Voting no: Presley.

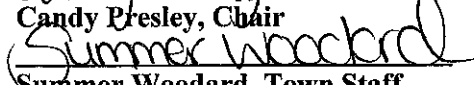
Legal- Discussion on Proposed Amendment to the Tourism Development Authority Reserve

Town Attorney- John Henning Jr., I would recommend to the TDA board to post-pone discussion on this until the October 14, 2013 board meeting.

Josh Drake made a motion, seconded by Leland Rykse to post-pone discussion on the proposed amendment to the Tourism Development Authority reserve, until the October 14, 2013 board meeting. Motion carried. Vote 6 to 0.

Adjourn

At 7:00 p.m. motion was made by Josh Drake, seconded by Summer Woodard to adjourn. Motion carried. Vote 6 to 0.


Candy Presley, Chair

Summer Woodard, Town Staff