

## **January 9, 2017 meeting**

The Franklin Tourism Development Authority Board held a joint meeting with the Macon County Tourism Development Committee on Monday January 9, 2017 in Town Hall. Members present were Tim Crabtree, Donnie Bishop, Connie Grubermann, Cheryl Pullium, Vickie Springer and Town Manager Summer Woodard were present. With Chairman Candy Presley absent, Woodard presided over the meeting.

Member Josh Drake joined the meeting.

Tourism Development Committee members also present were Linda Harbuck, Gary Shields, Woodard and Grubermann.

**Motion was made by Pullium, seconded by Grubermann to add the Franklin Press advertising opportunities to Agenda. Motion carried. Vote: 5 to 0.**

**Motion was made by Grubermann, seconded by Pullium to add funding request for Natural Body Building competition to agenda. Motion carried. Vote: 5 to 0.**

### **New Business: Joint Meeting with TDA and TDC to Discuss 2017 Solar Eclipse Advertising Opportunities**

D'Anne Maddox – Premiere Marketing – As far as advertising is concerned it's our understanding that you decided you didn't want to go with billboards and that you wanted to go with social media advertising. We are still curious about what is being planned for the solar eclipse. Are there going to be events or a festival? It's kind of hard to know what to recommend.

Bishop – It's not up to us to organize these sorts of things but we could support groups that want to organize them.

Woodard – It may be best to show that the TDA and TDC is committed and that we will put funding aside. I think by doing that, it would allow for events to happen throughout the weekend.

**Motion was made by Bishop, seconded by Drake to make public that the TDA and TDC is open for funding requests for the weekend of the Eclipse. Motion carried. Vote: 6 to 0.**

### **New Business: Franklin Press advertising opportunities**

Rachel Hoskins – Publisher at the Franklin Press – I have submitted to you a request asking for you to consider advertising with us. We have contracted with the Chamber of Commerce in places like Rabun County, Georgia and Athens, Georgia. The proposal that I have given you is for a total of \$12,000 and that is a back page of three separate publications. Those publications are targeted for spring, summer and fall for 50,000 publications for 150,000 pieces that would be distributed. I have earmarked distribution in newspapers that we publish that are within a two hour radius of Macon County. I did a \$12,000 request but the idea is that the TDA and the TDC would split that cost.

**January 9, 2017 meeting continued,**

**New Business: Funding Request for Natural Body Building Competition for \$1,000**

Mark Sutton – We are looking to host our third Natural Body Building Physique Competition. We sold over 500 tickets last year using the performing arts center. Our contestant number has gone up by a few, it's not grown as fast as we had hoped. Ultimately, our goal is to grow into doing multiple shows. All of the competitors that came from far away stayed in town, at least one night and usually two. We also have five judges from out of town. We're hoping to grow into the seventies or ninety contestant range. Right now we are hanging out in the thirties. Last year I think we had thirty eight.

**Approval of December 12, 2016 meeting minutes**

**Motion was made by Grubermann, seconded by Crabtree to approve December 12, 2016 meeting minutes as presented. Motion carried. Vote: to 0.**

**Financial Reports**

Summer Woodard – Town Manager – For November we collected \$8,790.32 with net collections to date being \$69,214.73. The total expenditures to date with committed funding is \$90,019.56. You have a remaining balance of \$23,180.44. Separately, you have the TDA fund balance which is at \$155,066.73. If you look at fiscal year 2010 through the present, this is the best year we have on record for November.

**Motion was made by Drake, seconded by Pullium to accept financial reports as presented. Motion carried: Vote: 6 to 0**

**Sub-Committee Reports**

Finance/Budget Chair Report – None

Policy and Rules of Procedure Report – None

Application Review Chair Report – on Agenda

**Old business: Funding Request for Franklin Tartan for \$2,820.00**

Jim Akins – The tartan has never been commercially woven. This was the mayor's idea to have this done. I have prices on what the material will cost and then the prices for the items to be made like ties, scarves, golf caps, anything like that.

Josh Drake – So you are going to have it woven and then you are going to sell it?

Jim Akins – Yes.

Josh Drake – I don't see how it promotes Franklin or Macon County.

Jim Akins – There will be a tag on the item that says it's the Franklin, NC Scottish Tartan. It will be a conversation piece.

**January 9, 2017 meeting continued,**

Josh Drake – I think it is a great thing but I can't put tourism funds towards something that doesn't promote the town or county.

**Motion was made by Grubermann, seconded by Pullium to approve the funding request for \$2,829.00. Motion carried. Vote: 4 to 3. Grubermann, Pullium, Bishop voted yay. Drake, Springer, and Crabtree voted nay. Woodard broke the tie with a yay vote.**

**Old business: Funding Request for 2017 Taste of Scotland for \$4,000**

Presenters Doug Morton and Lloyd Swift were unable to attend meeting due to weather conditions.

**Motion was made by Crabtree, seconded by Drake to table the request until the February 13, 2017 meeting. Motion carried. Vote: 6 to 0.**

**Items from the Board**

Summer Woodard – I've got one thing to pass around to the board. You guys can attend this if you would like but you don't have to let me know anything tonight. There will be a seminar concerning the fundamentals of operating a Tourism Development Authority. It is hosted by Western Carolina University and will be located at Harrah's Cherokee Casino. If the board would like to attend then I'm certain the board could pay for those individuals to attend.

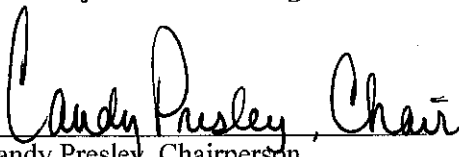
**Announcements**

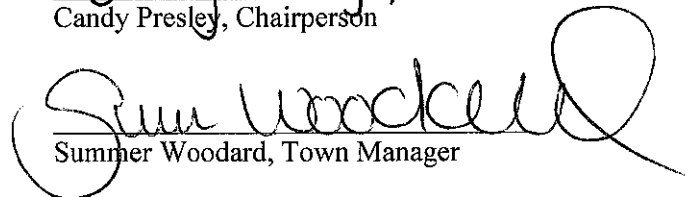
The next regularly scheduled TDA meeting is Monday February 13, 2017 at 5:30 p.m. in the Town Hall Board Room.

**January 9, 2017 meeting continued,**

**Adjourn**

**Motion was made by Grubermann, seconded by Pullium to adjourn the meeting. Motion carried. Vote: 6 to 0.**

  
Candy Presley, Chairperson

  
Summer Woodard, Town Manager