



DRAFT

Franklin County Tourism Development Authority
Board of Directors' Minutes
November 19, 2007

Board Members Present—Patricia Glatt, Chuck Murray, Richie Duncan, Cedric Jones, Dee Patel, Mamie Jones,

Others Present—Tammy Dudding and Teresa Watts

Pat called the meeting to order at 4:45 pm

Review of the minutes - Chuck Murray made a motion to approve the October 2007 minutes with the deletion of Pat's resignation and to change Cedric question to a statement. Dee Patel seconded the motion. The motion passed with no opposition.

Chairman's Report – Pat Glatt spoke in reference to the last commissioners meeting regarding the display made by a previous grant applicant who was unhappy with her grant results and felt unfairly treated. The applicant was given the chance to make changes to the grant application and make a presentation before the TDA Board. The applicant has not taken that opportunity. This applicant had requested to be added to the agenda for the November TDA Board meeting to make a presentation accompanied by Mark Warren, Town Manager of Louisburg. This was not feasible due to a previously scheduled guest. Pat called Mark Warren and he was unaware of the request to meet with the TDA Board. Mark Warren will contact Pat regarding the December meeting and the grant application.

Richie Duncan stated the grant review needs to have documentation during the review process.

Secretary Report – Tammy Dudding presented a preliminary calendar of events. Pat stated that the photographer Joe Eicher now lives at Lake Royale, that some photos for the website could be gathered from him.

Action Items:

1. **Tammy Dudding to make a list of marketing companies for a marketing plan**
2. **Create comprehensive list of county-wide events**
3. **Send out an e-newsletter and e-mail to businesses and organizations of interest.**

Financial Report – Chuck Murray reported this year \$104,152.21 has been collected this year of which, \$20,000.00 has been spent, leaving a balance of \$83,845.36.

Subcommittee Report – No reports.

Grant application was reviewed (see below):

The City of Franklinton, Christmas Parade - Richie Duncan stated that the funds would be used for advertising and an additional float. Cedric Jones questioned how much advertising could be done with the money with such a short time between the meeting and the date of the parade. Several board members made mention of how the board could grant this parade money and not the other four in the county. Pat Glatt was happy with the initiative by the Town of Franklinton to put the grant application together so quickly. Dee Patel made a motion to deny the grant request. Chuck Murray seconded the motion. The motion was denied with no opposition.

Pat stated that next year the board should announce availability of grants for all the parades with an entry deadline.

Guest Speaker:

Teresa Watts, NC Division of Tourism, spoke to the board. Teresa spoke about several items, including: Strategic planning, short-term goals, long-term goals, creating a scoring system for grant applications, an accountability form for grant awardees, finding Franklin County's niche market, and to set an annual budget for grant awards.

Other suggestions were for the TDA Board to find ways to make the community more appealing to tourists such as creating new events, building baseball or softball fields for tournaments or improvements in hospitality.

The next TDA meeting will be held on January 7th at 5:00 p.m.

Pat Glatt made a motion to adjourn. Dee Patel seconded the motion. The motion passed with no opposition.

Franklin County Tourism Development Authority Grant Criteria Guidelines

Should the TDA grant money for marketing only?

Should the TDA specify the use of grant money such as for bands, trash pickup, banners?

Should the TDA set a limit on the amount of money for grant awards?

Grants applicants should make a presentation before the board to request the grant money and answer any questions from the board members. Should the presentation time be limited to 15 minutes?

Are grant applicants required to match the amount requested for the event, if a grant is awarded?

Should there be a time frame for grant applicants monthly, quarterly, or semi-annually?
If the grant request is for an event how early should the grant application be received by the TDA? (6 weeks, 8 weeks or more)

Franklin County Tourism Development Authority Short Term Goals

MOA with Chamber to promote tourism

Developed a grant program

Refine grant program

Develop marketing materials

A. Print

B. On-line

Develop identity for the county