



Franklin County Tourism Development Authority

Franklin County Tourism Development Authority Board Meeting
Due to the COVID-19 virus pandemic and North Carolina Governor Roy Cooper's Executive Order 121, the Tourism Development Authority of Franklin County, North Carolina met for its Regular meeting on May 17, 2021 at 5:00 P.M. via an electronic meeting (Zoom)

Opening

The emergency meeting of the Franklin County Tourism Development Authority was held on Monday, May 17, 2021, via ZOOM with Bob Sykes, Chairperson calling the meeting to order at 5:08 p.m. Bob welcomed the members to the meeting.

Approval of Previous Minutes

Bobby Cooper moved to accept the previous meeting minutes and Richie Duncan seconded the motion. The motion was carried by a roll call vote of FCTDA Board Members.

FCTDA Grant Proposals:

1. Monique Wilkins presented the FCTDA Grant Proposal for "Friday Nights on the Tar" Concert Series for June 18, 2021 until October 15, 2021. The concert series will use previous business sponsors. The following changes will be implemented this year include increased marketing on FACEBOOK, reduced projected attendance due to COVID-19, and increased website photography. Featured bands include East Coast Band, the Castaways, Tyson Brothers, Monteiro Experience, and the Will McBride Group.
2. Blaine Holmes and Rodney Preddy presented the FCTDA Grant Proposal for "PreddyFest." This is the 24th year of the bluegrass festival and it will be during August 6-7, 2021. The projected attendance for the event is projected at 2,000 attendees. Featured bands include seven-time Grammy Nominated and Bluegrass Hall of Fame Member, Doyle Lawson and Quicksilver, seven-time IBMA Vocal Group of the Year, Russell Moore and IIIrd Tyme Out, and three-time Grammy

winning band, Blue Highway. The event will be advertised on the radio, Into the Blue, Bluegrass Radio Station, FACEBOOK, and with Dynamic Digital, a digital billboard.

3. Martha Mobley, Charles Mitchell, Victoria Patterson, and Annie Bobbitt presented the FCTDA Grant Proposal for the “Visit NC Farms App Billboard.” The Kerr-Tar Regional Council of Governments participate in the Visit NC Farms App. Franklin County desires to feature a billboard to highlight Franklin County farms and agribusinesses for a six-month period beginning June 1, 2021 until December 31, 2021. There are 19 billboards across the state and 52 counties use the Visit NC Farms App. Forty-two businesses are featured on the app. Nineteen billboards are featured throughout the state. The NC Outdoor Advertising Association PEP Program places billboards in three locations. Advertising will be utilized through NPR Radio and INSTAGRAM.
4. Melissa Cogliati presented the FCTDA Grant for a Bluegrass Festival at Hudson Manor to be offered on July 10, 2021. Five bands will be playing from 1-7 p.m. 300 ticket will be sold to a diverse clientele. Other features include food trucks, Franklin County Sheriff’s Department deputies for security. It is proposed that 50 hotel rooms will be used.

FCTDA Grant Approval

1. Bobby Cooper moved that the FCTDA will fund the “Friday Nights on the Tar” Grant Proposal for \$6,000 and Vanessa Vollmer seconded the motion. The motion was carried with a unanimous roll call vote of FCTDA Board members.
2. Bobby Cooper moved that the FCTDA will fund the “PreddyFest” Grant Proposal for \$10,000 and Richie Duncan seconded the motion. The motion was carried with a unanimous roll call vote of FCTDA Board members.
3. Bobby Cooper moved that the FCTDA will fund the “Visit NC Farms App Billboard” Grant Proposal for \$4,400 and Richie Duncan seconded the motion. The motion was carried with a unanimous roll call vote of FCTDA Board members.
4. Bobby Cooper moved that the FCTDA will fund the “Bluegrass Festival” Grant Proposal for \$2,345 and Vanessa Vollmer seconded the motion. The motion was carried with a roll call vote of 4 voting yes, 1 absent, and 1 abstention.

Other Business

The FCTDA Board members are praying for Bob Sykes, FCTDA Chairman will be having surgery on May 25, 2021 and Bobby Cooper, Vice Chairman, will be handling the FCTDA issues. Our thoughts and prayers are with Bob and his family.

Adjournment

The meeting was adjourned since no further business needed to be discussed at 6:46 p.m.

Present

Bob Sykes, Chairman, Bobby Cooper, Vice-Chairman, Jamie Holtzman, Richie Duncan, Vanessa Vollmer, Melissa Cogliati, and Fannie Brown, TDA Liaison, Andy Kuhn, Franklin County Information Technology, Monique Wilkins, Charles Mitchell, Martha Mobley, Victoria Patterson, Annie Bobbitt, Blaine Holmes, and Rodney Preddy.

Minutes submitted by: Fannie W. Brown, TDA Liaison

Approved by: Bob Sykes, Chairperson