

MEETING CALLED BY	Robert Sykes, Chairperson
TYPE OF MEETING	FRANKLIN COUNTY TOURISM DEVELOPMENT AUTHORITY
FACILITATOR	Robert Sykes, Chair
NOTE TAKER	Fannie W. Brown, TDA Liaison
ATTENDEES	Bob Sykes, Dee Patel, Mamie Jones, Cedric Jones, Bobby Cooper, Vanessa Weathers, Richie Duncan, Jina Stamey, Monique Wilkins, and Fannie W. Brown

Agenda topics

OPENING	The regular meeting of the Franklin County Tourism Development Authority was called to order at 5:15 p.m. on Monday, May 21, 2018 in the Greater Franklin County Chamber of Commerce Conference Room. Robert Sykes, TDA Chairperson, called the meeting to order and welcomed the members and visitors to the meeting.
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APPROVAL OF MINUTES:

There was some discussion regarding TDA Board Minutes' approval. It was suggested that the published board minutes be marked as "Draft" pending approval at the next TDA Board Meeting. Vanessa Weathers moved and Bobby Cooper seconded the motion to approve the January 16, 2018 TDA minutes. Motion carried.

<p>TOURISM GRANTS:</p> <p>"FRIDAY NIGHTS ON THE TAR"</p>	<p>Monique Wilkins and Jina Stamey presented the "Friday Nights on the Tar" Grant. The event will be held during six Friday nights between April and October 2018. Featured items include Rickshaw Rides, Inflatables, and a variety of bands, The River of Yesteryear, and Octarberfest. Approximately 700 persons attended the concerts in 2017 and 1,000 persons attended the April 2018 Concert. The funding will be used for expenses: ads, porta potties, T-shirts, staff, etc. Bobby Cooper pointed out that the grant funds are used for marketing. The Franklin Times will feature ads as well as social media. The project is funded with varying levels of sponsorships. Admission is free and the food trucks aren't charged a fee. It was suggested that the Town of Louisburg and the Franklin County Sheriff's Department be sponsors as volunteers for security. It was further suggested that expenses for flowers, printing, and mailings may be used for marketing. Grant recipients must validate expenditures and expect payment after the event. An amendment for marketing expenses may be submitted. Band members stay overnight and it was suggested that the band members stay in Franklin County. There was additional discussion regarding lodging and other issues. Additional information will be forthcoming.</p>
<p>"VISIT NC FARMS MOBILE APP REGIONAL PROJECT"</p>	<p>Bob Sykes presented the grant project for "Visit NC Farms Mobile App Regional Project" for Charles Mitchell. Kerr-Tar Council of Governments supports the</p>

<p>APPROVAL OF TDA GRANTS</p> <p>RDU BROCHURE DISPLAY PROGRAM</p>	<p>project. The project provides an opportunity to find Agri-tourism events or farms. Advertising will be done and the Kerr-Tar COG cover the start-up costs of \$5500 for the app itself and then \$5625 for a pre-packaged marketing materials kit to promote the app. Each of the County Cooperative Extension agents identified \$1100 per county to pay for the ongoing maintenance fee of \$300 per month. The total of \$5500 takes care of the fee for 18 months. In addition, the COG is absorbing the costs of providing the administration and oversight and ongoing data updates for the app. 25 Agri-tourism events were identified during 2014. The TDA Board discussed the project and various statistics were cited.</p> <p>Vanessa Weathers moved and Mamie Jones/Dee Patel seconded the motion to fund the "Friday Nights on the Tar" Grant for \$6,000. Motion carried.</p> <p>Bobby Cooper moved and Mamie Jones seconded the motion to fund the "Visit NC Farms Mobile App Regional Project for \$1,100.00. Motion carried.</p> <p>Richie Duncan presented the RDU Brochure Display Program information to the board members. Franklin County Brochures for points of interest in North Carolina are displayed at RDU in the baggage claim area of Terminal C. Brochure distribution is managed by Travelhost with the Triangle Magazine.</p> <p>Travelhost has offered the following pricing for a three-month period to the TDA: \$223.75 During this time the TDA will determine whether the brochures are being taken by potential visitors in significant enough numbers to merit a longer arrangement with Travelhost. The brochures that will be used for distribution are the excess brochures of the Louisburg Historic Walking Tour and thus there is no cost for creation of a printed piece. The request will be presented to the Franklin County Board of Commissioners.</p> <p>Dee Patel moved and Mamie Jones seconded the motion to implement the 90-day trial period for the brochure distribution. Motion carried.</p> <p>The meeting was adjourned at 6:40 p.m.</p>
<p>MINUTES SUBMITTED BY:</p>	<p>Fannie W. Brown, Recorder</p>
<p>APPROVED BY:</p>	<p>Robert Sykes, Chairperson</p> <p>DRAFT PENDING APPROVAL AT THE NEXT TDA MEETING</p>

DATES TO REMEMBER:

TDA GRANT DEADLINE IS June 30, 2018

TDA MEETING IS July 16, 2018 @ 5:15 p.m.