



Franklin County Tourism Development Authority Meeting

January 22, 2019

5:15 p.m.

Greater Franklin County Chamber of Commerce Conference Room

The Franklin County Tourism Development Authority met on Tuesday, January 22, 2019 at the Greater Franklin County Chamber of Commerce Conference Room, 112 East Nash Street, Louisburg, North Carolina. Robert Sykes, FCTDA Chairperson, called the meeting to order at 5:19 p.m.

The minutes of the previous meeting were sent to the TDA Board Members and posted on the Franklin County Website. Vanessa Weathers moved and Dee Patel seconded the motion to accept the previous meeting minutes. Motion carried.

Jamie Holtzman, Franklin County Finance Director, was introduced to the TDA Board Members. Each TDA Board Member introduced themselves to Jamie.

The lack of TDA Grant Requests was discussed. No grants have been requested during the last two grant cycles. There is a budget amount of \$175,598 as of January 2019 and is steadily increasing. Northeast Franklin Revitalization Project is attempting to increase tourism in the area. However, some of the participants were unaware of the FCTDA Program. This project will be a possibility for requests for TDA funding. The Franklin County Cooperative Extension Service is planning to request funding for marketing.

Suggestions for Proposed Funding:

- Reach out to the Greater Franklin County Chamber of Commerce to determine whether there are projects appropriate for funding.

- Reach out to the Town of Louisburg and other municipalities to identify appropriate TDA Grant Requests. The Town of Louisburg has received funding for its “Friday Nights on the Tar” Project.
- Promote a TDA Facebook page to promote the businesses that pay occupancy taxes. (Approximately 4.6 persons moved into Franklin County daily during 2018 and 400 new residential customers moved into the county between January-August 2018.)
- Vollmer Farms plans to request a TDA Grant to market the Blueberry Festival.
- Submit a press release with an ad to promote the FCTDA Program. Robert Sykes assisted by Bobby Cooper and Richie Duncan, will develop the press release.
- Robert Sykes, Chairperson, will make a presentation to the Franklin County Economic Development Commission regarding the FCTDA Program.

Jamie Holtzman will be unable to attend the March 2019 TDA Board Meeting.

Bobby Cooper moved, and Dawn Phillips seconded the motion to purchase an ad in the Franklin Times and Franklin Weekly and amended the motion that the cost must not exceed \$2,500. Motion carried.

The meeting adjourned at 6:10 p.m.