

Franklin County Tourism Development Authority

Regular Meeting Minutes

May 18, 2015 @ 5:00 p.m.

Chairman: Bob Sykes

Recorder: Fannie W. Brown, TDA Liaison

Attendees: Bob Sykes, Richie Duncan, Mamie Jones, Cedric Jones, Sr., Chuck Murray, Bobby Cooper, Mitchell Robinson, Dawn Phillips, Fannie Brown, TDA Liaison

The Franklin County Tourism and Development Authority Board met on Monday, May 18, 2015 at 5:00 p.m. for the regular meeting in the Greater Franklin County Chamber of Commerce Conference Room, Louisburg, N.C.

Bob Sykes, FCTDA Chairman, welcomed the board members and visitors to the meeting, and called the meeting to order.

TDA GRANT PRESENTATION

2015 Tar River Festival Grant

Jamie Patrick and Fred Keller presented the 2015 Tar River Festival Grant. The grant request was for \$15,000.00. A new feature will be added to the Festival entitled "River of Yesteryear." The Greater Franklin County Chamber of Commerce has partnered with Maury York, Betsy Benning, and Dr. Peggy McGhee to provide demonstrations of cultural heritage-based events. Some of the activities will include children's activities, cooking, welding, crafts, etc. A Walking Tour of Louisburg has also been added to the event. Approximately 7,000 participants are expected to attend the festival. TDA Board members discussed various marketing strategies to be utilized in addition to attracting diverse audiences, i.e., Hispanic and minorities, WYRN-AM Radio Station, and to include distribution of flyers to the Tar River Baptist Association and the Franklin County

Missionary Baptist Association. Service free booths will be offered to non-profit agencies this year.

Another suggestion for vendors included Food Truck Vendors.

Richie Duncan moved that the Franklin County TDA Board fund the 2015 Tar River Festival for \$7,500.00 with the stipulation that they expand marketing to include additional media outlets, social media, and diverse audiences as well as consideration of charging admission to provide accountability for the project. Mitchell Robinson seconded the motion. The motion was carried.

Other Business – Finance Report

Mitchell Robinson, Franklin County Finance Officer, presented the TDA Finance Report to the TDA Board. 2015 Occupancy Taxes Collected \$41,364.94; minus 2015 TDA Fund Expenditures \$37,378.46; current TDA Fund Balance is \$115,673.98.

Richie Duncan reported that Maury York and Advisory Board members including representatives from the N.C. Cultural Resource Center who have conducted a survey of historic sites will meet on Wednesday, May 27, 2015 at 10:00 a.m. at Louisburg College Male Academy Building, Cedar Street, Louisburg, N. C.

The meeting was adjourned at 6:45 p.m.

Respectfully submitted,

Robert Sykes, FCTDA Board Chair

Fannie W. Brown, FCTDA Liaison