

Franklin County Tourism Development Authority

Meeting Minutes

January 17, 2012

I. **Call to Order**

Cedric K. Jones, Sr., chairperson, called the meeting of the Franklin County Tourism Development Authority to order at 5:14 p.m. on Tuesday, January 17, 2012 in the Greater Franklin County Chamber of Commerce Conference Room. He welcomed the board members and visitors to the meeting.

II. **TDA Grant (Time Limit – 10 minutes):**

Dewey Botts, Jim Carnes, and Patricia Howell presented the International Whistlers Convention Grant to the group. The project is requesting \$8,000.00 to cover advertising costs. Fundraising will be the focus for the IWC this year. The website is receiving 10,000 – 15,000 hits per month and the Facebook page is receiving 6,000 views per month. The IWC will have a permanent home in Louisburg with office space provided by Franklin County Government. Franklin County Government will oversee the financial management of the funds. The group is using Franklin County Government's 501©3 designation and will apply for its 501©3 non-profit designation as a stand-alone entity. Art design for the T-shirts has been completed. The group will solicit sponsorships from businesses and individuals in the community. The TDA Board asked questions and suggested the group charge admission for the event.

III. **Reports**

Chuck Murray, Franklin County Finance Officer, presented the financial report. TDA Funds on hand amount to \$109,228.96.

IV. **TDA Grant Approval**

Chuck Murray moved that the International Whistlers Convention be funded at \$8,000.00 and Richie Duncan seconded the motion. Motion carried.

V. **Approval of Minutes from the previous meeting**

Richie Duncan moved the minutes from the September 19, 2011 meeting be approved and Bobby Cooper seconded the motion. Motion carried.

VI. **Open Issues**

TDA Website is functioning and is being updated in a timely manner.

TDA Marketing Plan will be discussed at the next meeting.

The Greater Franklin County Chamber of Commerce Contractual Agreement will be discussed at the next meeting.

TDA Board Attendance – Attendance is very important. Board members' attendance will be monitored and reported to the Franklin County Board of Commissioners.

VII. Other Business

Richie Duncan reported that that the Triangle Regional Film Commission has selected Franklin County as one of the three finalists for shooting a school movie. Since the school has to be vacant, former Franklinton High School is being considered as the site. The commission's reported spending in the region has risen exponentially from \$0.00 in 2010 to \$4,000,000.00 in 2011. In addition, the production filmed Arthur Newman, Golf Pro for a week in our region with a production spend of \$500,000.00.

VIII. Adjournment

The meeting adjourned at 6:15 p.m.

Respectfully submitted,

Cedric K. Jones, Sr., Chairman

Fannie W. Brown, TDA Liaison/Recorder

The next TDA Grant deadline is January 31, 2012

The next TDA Meeting will be on Monday, March 19, 2012