



Franklin County Tourism Development Authority

Meeting Minutes

July 16, 2012

I. **Call to Order**

Cedric K. Jones, Sr., chairperson, called the meeting of the Franklin County Tourism Development Authority to order at 5:09 p.m. on Monday, July 16, 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):**

Lake Royale Triathlon on October 6, 2012

Chris Schmidt presented the Lake Royale Triathlon Grant. The Lake Royale Property Owners Association sponsors this event. The event is expected to bring 94% of the visitors to the event from outside of the county. The Triathlon also has strong community and water support. A commercial ad will be utilized to market the event. Donations and support from businesses and major sponsors have been requested. Time Warner will not sponsor this event during 2012. Hotel accommodation packets will be obtained from the Chamber of Commerce to market local hotels. The TDA Logo will be added to the commercial and Food Lion will donate pre- and post-race food.

Youngsville Fall Festival on September 22, 2012

The Youngsville ECA sponsors this annual event. This is a family event inside and outside of the N.C. National Guard Armory in Youngsville. Featured items include a car show, children's activities, and crafts. K-Flex will sponsor the inflatables. Hotels are listed on the website and food will be sold by local vendors. This is the only fundraiser for the Youngsville ECA during the year. Sponsors are being solicited for the event. Media outlets include local newspapers, radio stations, Southern Living Magazine, Facebook, Parents' Magazine, and an electronic billboard on U.S. 1 Highway.

Fall Harvest and Pumpkin Festival 2012 September 15-November 11, 2012

Hill Ridge Farm will sponsor a Fall Harvest and Pumpkin Festival 2012 that will be open from September 15, 2012 until November 11, 2012. The Festival hours will be 9:00 a.m. until 6:00 p.m. seven days a week. Ninety-five percent of the attendees are from other counties within

1 hour driving time. The Festival will feature a 3,000 square foot event/picnic area with bonfire pits. The event will be marketed to television/radio stations and posted on rented Fairway Billboards. Other local businesses will benefit from the 7,000-8,000 attendees on weekends. Parking attendants will be utilized to facilitate parking.

III. **Approval of Minutes from previous meeting**

Bobby Cooper moved to approve the minutes of the previous meeting on May 21, 2012 and Richie Duncan seconded the motion. Motion carried.

IV. **TDA Grant Approval**

TDA Board members discussed each of the grants.

Richie Duncan moved that the Lake Royale Triathlon Grant be funded at \$4,500.00 and Bobby Cooper seconded the motion. Motion carried.

Richie Duncan moved that the Youngsville Fall Festival Grant be funded at \$800.00 and Dee Patel seconded the motion. Motion carried.

Bobby Cooper moved that the Fall Harvest and Pumpkin Festival 2012 be funded at \$3,500.00 and Mamie Jones seconded the motion. Motion carried with one abstention.

Open Issues

TDA Marketing Plan will be discussed at the next meeting.

V. **Other Business**

There was no other business.

VI. **Adjournment**

The meeting adjourned at 6:45 p.m.

Respectfully submitted,

Cedric K. Jones, Sr., Chairman
Fannie W. Brown, TDA Liaison/Recorder

Persons attending the meeting: Cedric K. Jones, Sr., TDA Chairman, Mamie J. Jones, TDA Board, Bobby Cooper, TDA Board, Bob Sykes, TDA Board, Richie Duncan, TDA Board, Dee Patel, TDA Board, Allen De Hart, Whistlers' Convention, Kamlesh Patel, TDA Board, Carey Johnson, The Franklin Times, and Fannie Brown, TDA Liaison.

The next TDA Grant deadline is July 31, 2012

The next TDA Meeting will be on Monday, Monday September 17, 2012 at 5:00 p.m.