



Franklin County Tourism Development Authority

Meeting Minutes
September 17, 2012

I. **Call to Order**

Cedric K. Jones, Sr., chairperson, called the meeting of the Franklin County Tourism Development Authority to order at 5:05 p.m. on Monday, September 17, 2012 in the Greater Franklin County Chamber of Commerce Conference Room. Chairperson Jones welcomed the board members and visitors to the meeting.

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

International Whistlers Convention April 17-21, 2013

Lillian Benton presented the International Whistlers Convention Grant sponsored by the Franklin County Historical Society. The Whistlers Convention has operated since 1974 and provided musical contests, concerts, and educational sessions to promote the art of whistling. The Franklin County TDA Board members questioned the management of the program and tracking mechanism for determining the number of out of county participants and hotel stays. Program sponsors include the Town of Louisburg and Louisburg College.

Quilt Trails of the Tar River September 2011-May 2013

Theresa Somerville of the Franklin County Arts Council presented the Quilt Trails of the Tar River Grant. Historic wooden quilt blocks are placed on barns, courthouses, buildings. The group will publish a booklet with stories, histories, trail locations, and other pertinent information. The group has offered free quilt blocks to each town in the county and will participate in the Franklinton Festival in April 2013. In addition, partnerships with the Franklin County Extension Center, Louisburg College, Franklin County Schools, and students/professional painters have been developed. Forty states have quilt trails. Vollmer Farms has committed to the project. The grant proceeds will be used for marketing the project. Franklin County TDA Board Members questioned the ultimate goal of the project, potential partnerships, maintenance and upkeep of the project, and how the project aligns with the Franklin County Tourism and Development Board's mission.

Franklin County Firefighters Association 50th Anniversary Celebration October 28, 2012

Johnny Hight accompanied by Kelly Harris, presented the Franklin County Firefighters Association 50th Anniversary Celebration Grant. This is a first time event and local/state law enforcement agencies will participate in this event at the Triangle North Executive Airport. This event will promote the businesses and the airport facility. Highway signs have been posted to advertise the event. The medical transport helicopters from Wake Medical Center and Duke Medical Center will participate in the event. Radio spots are being used to promote the event and the event will feature TRU-TV star, Bobby Brantley of Lizard Lick Towing.

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

Richie Duncan moved to approve the minutes of the previous meeting on July 16, 2012 and Bob Sykes seconded the motion. Motion carried.

IV. **TDA Grant Approval**

TDA Board members discussed each of the grants.

Chuck Murray moved to table the International Whistlers Convention Grant pending a receipt of a list of the Board of Directors, 501©3 approval, and the documentation of the ability of the program to be stable and self sufficient in order to manage the convention funds. Bob Sykes seconded the motion. Motion carried.

The TDA Board unanimously voted by acclamation not to fund the Quilt Trails of the Tar River Grant until documentation of the trail tour and location of the quilt squares has been provided.

Bob Sykes moved that the Franklin County Firefighters 50th Anniversary Celebration be funded at \$2,500.00 and Richie Duncan seconded the motion. Motion carried.

Reports

Chuck Murray presented the Finance Report and there is \$101,560.04 available for TDA Board expenditures.

Open Issues

Election of TDA Board Chairperson

Chuck Murray informed the group that the Franklin County Board of Commissioners will appoint a TDA Board Chairperson. Cedric K. Jones resigned a TDA Board Chairperson due to conflict with his Franklin County Commissioner role. Bobby Cooper moved that Bob Sykes will become the TDA Board Chairperson pending approval by the Franklin County Board of Commissioners. The motion was seconded by Mamie Jones, Chuck Murray, and Richie Duncan. Motion carried.

TDA Marketing Plan procedures will be discussed at the next meeting.

V. **Other Business**

There was a question regarding Stephen Phillips' membership on the TDA Board. This matter will be referred to Kristin King, clerk to the Franklin County Board of Commissioners.

There was question regarding Relocation Packets and Visitors Packets. The Franklin County Economic Development Department posts relocation information on their website that can be downloaded. The Greater Franklin County Chamber of Commerce should be responsible for developing a visitor's packet.

The TDA Board suggested sponsoring a two-day "Battle of the Bands" Event to promote Franklin County.

VI. **Adjournment**

The meeting adjourned at 6:35 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, Chuck Murray, TDA Board, Elmar Holmes, Franklin County Historical Society, Charles Powell, Quilt Trails of Tar River, James Bernard, Historical Society, Patricia Howell, Johnny Hight, Franklin County Firefighters Association, Kelly Harris, President of Franklin County Firefighters, Lillian Benton, Franklin Historical Society, Linda Carlisle, Quilt Trail Committee, Theresa Somerville, Executive Director of the Franklin County Arts Council, and Fannie Brown, TDA Liaison.

The next TDA Grant deadline is October 31, 2012

The next TDA Meeting will be on Monday, Monday November 19, 2012 at 5:00 p.m.