



# Franklin County Tourism Development Authority

Minutes for January 16, 2018

Greater Franklin County Chamber of Commerce Conference Room

Louisburg, NC

The Franklin County Tourism Development Authority met on Tuesday, January 16, 2018 in the Greater Franklin County Chamber of Commerce Conference Room, 112 East Nash Street, Louisburg, North Carolina. Bob Sykes, Chairperson called the meeting to order at 5:20 p.m. He welcomed the board members and visitors to the meeting.

The November 20, 2017 FCTDA Board minutes were approved with the necessary corrections. Chuck Murray moved, and Richie Duncan seconded the motion to approve the FCTDA November 20, 2017 minutes. Motion carried.

The Tourism Board hosted a tourism discussion with Gary Cunard of the Franklin Times and Maury York of the Tar River Center for History and Culture.

Gary Cunard shared information regarding the process for distributing marketing materials at the Raleigh-Durham International Airport. He stated that the ideal place for tagging tourists is at the airport. Approximately 8,400 pieces per year can be displayed. To print the Franklin County Guide for distribution costs \$1.74 per item. Mailing costs would be approximately \$3.00 per item. The Franklin County Guide production costs was \$45,000. Gary stated that the Franklin County events need to be marketed for tourists.

Maury York stated that he would be willing to assist with the production of brochures by developing text and images. He suggested that the FCTDA Board hire a full or part-time tourism director. He also suggested that Franklin County could utilize the renovated historic jail space as a visitors' center using available resources to promote tourism. Brochures display racks would cost approximately \$800 per year. Maury stated that Franklin County has architecture, African-American History, educational institutions, and a rich history that can be utilized to promote tourism.

Bob Sykes explained the constraints of the TDA Legislation. A TDA Grant Proposal for marketing could cover the cost of brochures. Bob also stated that he supports the marketing ideas. Gary stated that the Franklin County Guides are placed in the visitors' centers located at the Interstate Highways. He also stated that plans are being made to build some hotels because of the U.S. Highway 401 construction. TDA Board members stated that the Whistlers' Convention and the Allen De Hart Concert Series bring in tourists who stay in local hotels.

It was also suggested that cooperation between the Franklin County and the Town of Louisburg to fund this position and the position could support the Economic Development Department. In addition, all the towns should be a part of the cooperative agreement to promote tourism. A publication could be developed in a calendar format and refer events and/or lodging businesses to the Economic Development Office.

Because of the discussion, it was concluded that:

1. Marketing materials need to be displayed at the Raleigh-Durham Airport. Richie Duncan, Gary Cunard, Maury York, and Bob Sykes would serve on the committee to develop the marketing publication.
2. College students could be invited to serve as interns to assist the committee with the development of marketing materials.

The meeting was adjourned at 6:09 p.m.

Robert Sykes, Chairperson

Fannie W. Brown, Recorder