

MEETING CALLED BY	Cedric K. Jones, Sr., Chairman
TYPE OF MEETING	FRANKLIN COUNTY TOURISM DEVELOPMENT AUTHORITY
FACILITATOR	Cedric K. Jones, Sr., Chairman
NOTE TAKER	Fannie W. Brown, TDA Liaison
ATTENDEES	Bobby Cooper, Richie Duncan, Bob, Sykes, Cedric Jones, Stephen Phillips, Fannie W. Brown

Agenda topics

OPENING	The regular meeting of the Franklin County Tourism Development Authority was called to order at 5:10 p.m. on July 18, 2011 in the Greater Franklin County Chamber of Commerce Conference Room. Cedric K. Jones, Sr., TDA Chairman welcomed the members to the meeting.
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APPROVAL OF MINUTES: Richie Duncan moved and Bobby Cooper seconded the motion to approve the minutes of the previous meeting. Motion carried.

REPORTS: Chuck Murray was absent and the financial report was omitted.

OTHER BUSINESS:

Richie Duncan stated that the Triangle Regional Film Commission wanted to know how and when they will receive the \$6,000.00 TDA Grant allocation since their grant was not tied to an event. There was some discussion among the TDA Board members. It was concluded that the commission would need to provide documentation of their 501©3 designation and provide letters from the North Carolina Film Commission. These items have been provided and Richie Duncan will forward the requested items to Chuck Murray, Franklin County Finance Officer.

The Greater Franklin County Chamber of Commerce sent a Thank-You Letter to the TDA Board thanking the members for approving the TDA Grant for the Tar River Festival.

Someone had a question regarding the sustainability and reduced funding of the Youngsville Fall Festival TDA Grant. It was agreed that TDA Grant recipients would provide sustainable fund sources for their projects.

The TDA Board meeting minutes will be posted on the Franklin County Government Website. Chairman Jones asked whether the TDA Board meeting schedule was alright and the members responded affirmatively.

Bobby Cooper suggested that the TDA Board implement a countywide marketing plan for Franklin County as a destination. This plan would include county maps of farms and other appropriate sites. There was some discussion of the marketing strategies of the Franklin County Economic Development Commission and Franklin County Government. Amenities are non-existent. The TDA Bylaws do not address budget allocations, i.e., workshops, marketing, and grants. It was agreed that the TDA Board would use the Bunn High School Travel and Tourism Class brochures as a basis for the TDA Brochure. It was concluded that the TDA Board will consider a 2012 TDA Marketing Plan and the cost at the next TDA Board meeting on September 19, 2011.

Stephen Phillips moved and Bob Sykes seconded the motion to adjourn the meeting. Motion carried.

Minutes submitted by: Fannie W. Brown, Recorder
 Approved by: Cedric K. Jones, Chairman

