

Franklin County Tourism Development Authority Meeting

Greater Franklin County Chamber of Commerce Conference Room

June 5, 2017 at 5:15 p.m.

The Franklin County Tourism Development Authority met on Monday, June 5, 2017, at 5:22 p.m. The meeting was called to order by Bob Sykes, Chairperson. He welcomed the board members to the meeting.

Cedric Jones moved and Bobby Cooper seconded the motion to accept the previous meeting minutes. Motion carried.

Public Hearing on the TDA 2017-2018 Budget Ordinance

Chuck Murray presented the FCTDA 2017-2018 TDA Budget for the Public Hearing on for public comments during the meeting. There were no public comments regarding the FCTDA 2017-2018 Budget Ordinance. Chuck Murray moved and Dawn Phillips seconded the motion to adopt the 2017-2018 FCTDA Budget Ordinance.

TDA Grant Proposal for “An Extra Penny”

Cindylu Mancini presented the grant proposal for the musical, An Extra Penny, to the TDA Board. It is a musical developed by Signature, Inc. and it will be presented as world premiere at the Louisburg College Auditorium during July 1, 2017-August 6, 2017. The grant request amount is \$10,000.00.

The marketing plan includes websites, social media, television and radio spots, window cards, posters, live web broadcasts, newspaper articles, and local fundraising events. One event has been held at Lucy Allen’s home.

The musical appeals to young and old audiences. It will be presented in JPAC instead of Norris Theater. The musical will be honoring World War II veterans; an alliance with the Red Cross and other veterans’ organizations will be implemented. The marketing budget included marketing to other areas: \$6,000.00; keyboard has to be rented and a sound engineer must be hired. The actual performance will occur during July 26, 2017-August 1, 2017. The group has utilized the JPAC Mailing Lists. TDA Board Members suggested that the company contact the Louisburg Town Manager in order to secure additional grant funds. Suzanne Golden has been hired to market the musical.

After some discussion, Richie Duncan moved and Vanessa Weaver seconded the motion to approve the grant request for \$7,500.00

The meeting was adjourned at 6:30 p.m.

Board Members Present:

Bobby Cooper

Richie Duncan

Cedric Jones

Dawn Phillips

Chuck Murray

Vanessa Weaver

Robert Sykes, Chairperson

Respectfully submitted.

Robert Sykes, Chairperson

Fannie W. Brown, TDA Liaison, Recorder