

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

Agenda topics

OPENING	The regular meeting of the Franklin County Tourism Development Authority was called to order at 5:22 p.m. on Monday, March 17, 2014 by Robert Sykes, Chairman, in the Greater Franklin County Chamber of Commerce Conference Room. He welcomed the board members to the meeting.
APPROVAL OF MINUTES	The minutes of the previous meeting are posted on the TDA Website.
TDA GRANT	Bluegrass Circle of Promotions Grant was reviewed by the TDA Board Members. "Song of the Mountains Festival" will be offered during May 1-3, 2014 at the Norris Creek Entertainment Center. The organization requested \$2,500.00 for marketing the event. Norris Creek is donating its facility for up to 3 years. Two room nights and camping opportunities will be expected for the event. Approximately 95% of the attendees will be from outside of Franklin County. Marketing costs will be approximately \$5,990.81 and the total budget for the event is \$45,336.07. Target audience will include patrons who are 45-75 years old and earn \$45,000.00-\$75,000.00. No alcoholic beverages will be permitted at the event. The board members discussed the grant proposal. Richie Duncan moved and Bobby Cooper seconded the motion to approve the grant. Motion carried. The TDA Logo will be used on the marketing materials.
TDA BROCHURE AND LOGO	Richie Duncan updated the Board on a presentation that was given by the State of North Carolina Department of Cultural Resources Division of Historical Resources regarding a possible survey of historical sites in Franklin County.

	<p>Information was provided that if funding were available, the Department can provide assistance with mapping of historical sites in Franklin County. This would be a county wide initiative and the question was posed if TDA funds could, according to the General Statute and the By-laws, be utilized for such a project. After consultation with the County Attorney, the TDA was advised that should the County wish to pursue such a project, it would fall within the legal guidelines for the use of funds from the TDA. This was advisement to the TDA Board that consideration for such a project may be forthcoming if the County decides to pursue the initiative.</p> <p>The Tourism Development Board concluded that the brochure idea be shelved. Some consideration should be given to marketing Franklin County via a digital and interactive medium.</p>
CRITERIA FOR TDA GRANT APPLICATIONS	The Tourism Development Authority has not recommended additional criteria for TDA Grants. Some consideration will be given to single events and ongoing projects. However, TDA grantees should expect funding after the event.
FINANCIAL REPORT	Chuck Murray emailed the Tourism Development Authority Financial Report and the TDA Account balance is \$93,459.
OTHER BUSINESS	The Tourism Development Authority Board is concerned about the quorum required for attendance at the TDA Board meetings. The Board discussed requesting the Franklin County Commissioners to appoint additional members to the TDA Board to ensure that one-third of members are present at each regular meeting.
ADJOURNMENT	<p>The meeting was adjourned at 6:30 p.m.</p> <p>The next TDA Grant deadline will be April 30, 2014 and the next TDA Board Meeting will be May 19, 2014 at 5:00 p.m. in the Franklin County Chamber of Commerce Conference Room, 112 East Nash Street, Louisburg, North Carolina.</p>
MINUTES SUBMITTED BY:	Fannie W. Brown, Recorder
APPROVED BY:	Robert Sykes, Chairman