

# Franklin County Tourism Development Authority Board Meeting

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**May 16, 2016**

5:10 P.M.

Greater Franklin County Chamber of Commerce Conference Room  
Louisburg, North Carolina

## **OPENING:**

The regular meeting of the Franklin County Tourism Development Authority was called to order at 5:10 p.m. on May 16, 2016 by Bob Sykes, Chairman, in the Greater Franklin County Chamber of Commerce Conference Room. He welcomed the board members and guests to the meeting.

The FCTDA previous minutes are posted on the Franklin County Government Website.

## **TDA GRANT APPLICATION PRESENTATIONS:**

Blaine Holmes and Brenda Fuller presented the 2016 Tar River Festival Grant to the TDA Board. The requested grant amount was \$15,000. Digital Billboards, Talk of the Town, Facebook, Franklin Times, and OUR STATE Magazine will be utilized for marketing the Festival. Other Festival features will include the “River of Yesteryear”, inflatables, clickers for attendance, Lodging Booth, etc. Sponsors include the Town of Louisburg, CenturyLink, Wake EMC, and possibly Walmart.

Don Mitchell presented the 2016 Norris Creek Concert Series Grant to the TDA Board. The requested grant amount was \$12,500. Five shows have been booked with two bands performing for each show. Ticket sales graphic included number of tickets sold across the United States. Sixty local employees are hired. A booking agency manages ticket sales etc. Concerts offered on the third Saturday of each month. Media outlets include radio, Facebook, Twitter, Instagram, newspaper ads, and iheart Media. Insurance coverage is available for all of the concerts. Concert attendees stay at local hotels.

## **TDA GRANT APPROVALS:**

Dee Patel moved and Richie Duncan seconded the motion to fund the 2016 Tar River Festival for \$8,500.00. Motion carried.

Richie Duncan moved and Mamie Jones seconded the motion to fund the 2016 Norris Creek Concert Series for \$10,000.00. Motion carried.

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## **FINANCE:**

Mitchell Robinson, Director of Franklin County Finance, distributed the revenues and expenditures. A reasonable level for the fund balance is \$96,000.00. The TDA Board needs to meet before June 30 for a budget ordinance approval for the Franklin County Board of Commissioners. The TDA Board will meet on June 20, 2016 to consider the Budget Ordinance.

The meeting was adjourned at 6:15 p.m.

Bob Sykes, Chairman  
Fannie W. Brown, Recorder

## Board Members Present:

Bob Sykes  
Mamie Jones  
Dee Patel  
Mitchell Robinson  
Richie Duncan  
Brenda Fuller, Guest  
Blaine Holmes, Guest,  
Don Mitchell, Guest  
Fannie Brown, Recorder