



Franklin County Tourism Development Authority Meeting Minutes

March 25, 2019

5:15 p.m.

Greater Franklin County Chamber of Commerce Conference Room

The Franklin County Tourism Development Authority Board met on Monday, March 25, 2019 at 5:20 p.m. Robert Sykes, chairman, called the meeting to order and welcomed the members and visitors to the meeting.

The previous meeting minutes for January 22, 2019 have been approved.

TDA GRANT REQUESTS

5TH ANNUAL BUNN FUN DAY (April 27, 2019) GRANT was presented by Sherry Mercer. She had completed the following activities:

- Sent sponsor letters
- Soliciting marketing funds
- Expected attendance 1,300 attendees
- Advertised event on the Town of Bunn Website and Facebook Page
- Plan to advertise on the radio and in local newspapers

TOWN OF LOUISBURG “FRIDAY NIGHTS ON THE TAR” GRANT

EVALUATION was presented by Colton Young and Monique Wilkins

Approximately 1,000 persons attended each event. The concerts were successful and the Depot Project is being implemented. This venue

can be utilized for the rain dates. Commissioner Cedric Jones requested information regarding the diversity of the performers that is representative of the county population. There are plans to feature a diverse group of performers.

**FRANKLIN COUNTY “FORK TO FARM” GRANT MARKETING INITIATIVE
(April 1, 2019 – August 1, 2019)**

This is an innovative grant in collaboration with N. C. State University to generate greater public awareness of the chef-farmer collaborations and inputs that each of them brings to the table. This initiative, led by a team of NC Extension specialists in economic development, local food, and tourism, partners with NC counties and regions to (1) make short videos about well-known farm to table chefs and the small family farmers that supply their restaurants; and (2) deliver agritourism training for these farmers to prepare them for farm visits by restaurant clientele and other local food tourists. A professional videographer will be hired to video interviews with farmers, customers, restaurant owners, etc. Other still shots will be taken of other local farmers using a drone. Tourism professors at N.C. State University and social media will link to Bed & Breakfast Businesses, TDA, and Table Tents within restaurants.

9th BIENNIAL FRANKLIN COUNTY HISTORIC HOMES TOUR (April 27, 2019)

The Historic Homes Tour Project has partnered with the chambers of commerce from Louisburg, Warrenton, Wake Forest, Raleigh, and Wendell. Other partners include the Ben Franklin Society, Franklin County Historic Association, Franklin County Arts Council, Louisburg College, Tar River Center for History and Culture, Cook Shack, and Regional Preservation Organizations. Twelve sites are included on the tour. Other items include ticket sales online and flyers/brochures will market the tour. The hours will be 10 a.m.-1 p.m. and 1 p.m.-5 p.m.

TDA GRANT APPROVALS

Bobby Cooper moved to fund the 5th Annual Bunn Fun Day Grant for \$3,000 and the motion was seconded by Vanessa Weathers and Dawn Phillips. Motion carried.

The TDA Board unanimously agreed to table the “Fork to Farmer Marketing Initiative” Grant pending the receipt of additional grant information.

The TDA Board unanimously agreed to fund the 9th Biennial Historic Homes Tour Grant for \$2,000.

REPLACEMENT OF VACANCY ON THE TDA BOARD

Commissioner Cedric Jones is recommending Lela Carruthers of Mason Street Manor, Franklinton, to fill the vacancy on the TDA Board pending the completion of the Franklin County application.

The meeting adjourned at 6:40 p.m.

Respectfully submitted,

Robert Sykes, Chairman

Fannie Brown, TDA Liaison

