

Franklin County Tourism Development Authority

Meeting Minutes

September 19, 2011

I. Call to order

Cedric K. Jones, Sr. called the regular meeting of the Franklin County Tourism Development Authority to order at 5:10 p.m. on September 19, 2011 in the **Greater Franklin County Chamber of Commerce Conference Room**.

II. Approval of minutes from last meeting

Richie Duncan moved and Dee Patel seconded the motion that the minutes of the previous meeting be approved. Motion carried.

III. TDA Grant (Time Limit-10 minutes):

Robert Poole presented 2011-2012 Allen De Hart Concert Series, Louisburg College TDA Grant. Sixty-six percent of the attendees were from outside of Franklin County. Ticket sales from outside of Franklin County included 532 persons. Franklin County businesses were affected by the concert series participants that included restaurants, motels, and retail businesses. 9,000 brochures were distributed and ads were purchased from the News and Observer and the WIZS Radio Station in Henderson.

IV. Reports

Chuck Murray presented the Financial Report. Approximately \$80,000.00 in TDA Funds is available based upon money receipted on an accrual basis. Expenditures for FY 2011-2012 are \$4,620.00. Total funds received from FY 2005-2006 until FY 2011-2012 are \$308,502.00 and total funds expended from FY 2005-2006 until FY 2011-2012 are \$228,788.00. Chuck Murray moved and Dee Patel seconded the motion to approve the financial report. Motion carried.

V. Open Issues

TDA Website – Richie Duncan reported that Fannie Brown had put the TDA Board Minutes on the TDA Website. If board members see links on the TDA Website that need to be changed, contact Fannie Brown at 919-496-3056.

TDA Marketing Plan – Bobby Cooper and Richie Duncan discussed the TDA Marketing Plan prior to the TDA Meeting. Richie Duncan has reached out to North Carolina State University and East Carolina University; but she has not heard from either of the universities. Cedric Jones is also researching various marketing resources.

VI. Other Business

Theresa Brown and Stephen Filarsky of the Franklin County Arts Council presented the Franklin County Quilt Trail to the group. Quilt blocks are created in Franklin County and provide quilt blocks of new color splashes along major roads, etc. Letters and numbers cannot be used on the blocks and the blocks are placed on barns or buildings. Thirty states and Canada use the Quilt Trail to preserve historic and cultural traditions. School shops make the quilt blocks. The design on the Franklin County Arts Council Building is called "Card Trick." Proceeds from this project go to the Franklin County Arts Council.

VII. Grant Approval

Chuck Murray Moved and Bob Sykes seconded the motion to fund the Allen De Hart Concert Series for \$6,500.00. There was some discussion regarding the funding amount. Three board members voted for the motion and one board member voted against the motion. Motion carried.

The TDA Board agreed that the Chamber Contract be reviewed at the next TDA Board Meeting.

VIII. Adjournment

Chuck Murray moved and Bob Sykes seconded the motion to adjourn the meeting. Motion carried. The TDA Board Meeting adjourned at 6:05 p.m.

The next TDA Grant deadline is October 31, 2011

The next TDA Meeting will be on Monday, November 21, 2011 at 5:00 p.m.