



CITY OF FRANKLIN

COMMUNITY DEVELOPMENT DEPARTMENT

MINUTES

ECONOMIC DEVELOPMENT COMMISSION

July 14, 2020

Members Present:

Josh DeArmitt
Anne McGuinness
John Ditmars
Lee Hodgen

Vice President
Secretary
Member
Member

Others Present:

Dana Monson
Rob Schafstall

Community Development Specialist
Legal Counsel

Call to Order:

Josh DeArmitt called the meeting to order.

Roll Call & Determination of a Quorum

Approval of Minutes

Lee Hodgen made a motion to approve the June 9th minutes. John Ditmars seconded. Passed unanimously, 4-0.

Old Business

None.

New Business

Economic Development Fee Application – Dana Monson announced this year's amount to be \$12,400 from companies in receipt of tax abatements who voluntarily choose to give two to five percent of their savings. Non-profits serving Franklin were given opportunity to apply for funding. One application was received from Discover Downtown Franklin. Executive Director Jess Giles explained their application for \$12,000 for a marketing campaign for downtown businesses specifically in response to the pandemic. It includes two billboards along I65 headed south on the west side of the highway so closest to the motorists. Pricing was received from JR promotions for a three-month commitment, and one billboard is \$900/month and one \$1000/month. There is also a production fee of \$1250 for each billboard. DDF also desires to give the graphic designer \$500 for the project. That brings the billboard project total to approximately \$8700. With the remaining \$3300, the plan to do additional advertising through radio, print and social media. This is advertising for all downtown businesses announcing Franklin to be open for business and to come out and shop local. Letters of support have also been received from other downtown non-profits. Mr. Ditmars asked about all the received funds going to one non-profit. Ms. Monson highlighted past year's projects that received all the funding such as alley activation, The Elevator, etc. Mr. DeArmitt asked Ms. Giles for an update on how covid is affecting the downtown businesses and DDF events. She explained the postponement of the Farmers Market, Strawberries on the Square and Hops and Vines. She also spoke of great turnout for July 4th. Discussions have taken

place with other non-profits and downtown merchants. No events have been cancelled. Mr. Ditmars asked Ms. Giles her perspective on the effectiveness of the DDF proposed initiative. She explained that the idea came from a downtown business that has used an I65 billboard with great results. JR Promotions stores your vinyl so it can even be taken down and put back up at a later date.

Mr. Ditmars made a motion for a favorable recommendation to City Council. Ms. McGuinness seconded. Passed unanimously, 4-0.

Other Business

Aspire update was given.

Mayor Steve Barnett reported on delivering 36 OCRA grant checks with Krista Linke last week.

Rosie Chambers thanked EDC for their support of DDF's billboard campaign. She also offered an update on virtual and in-person chamber events. She reminded of their t-shirt campaign to raise money for local businesses. They are close to \$4000 raised. Friday is the deadline for online orders.

Adjournment

There being no further business, a motion for adjournment was made.

Respectfully submitted this 11th day of August, 2020.

Jake Sappenfield, President

Anne McGuinness, Secretary