



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL BOARD ROOM
WEDNESDAY, OCTOBER 4, 2017
8 AM

1. Call to order
2. Approval of Minutes
 - a. September 6, 2017
3. Discussion of Tourism Coordinator Position
4. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
5. Any other Business
6. Adjournment

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It is the policy of the Town of Farragut not to discriminate on the basis of race, color, national origin, age, sex, or disability pursuant to Title VI of the civil Rights Act of 1964, Public Law 93-112 and 101-336 in its hiring, employment practices and programs. To request accommodations due to disabilities, please call 865-966-7057 in advance of the meeting



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
SEPTEMBER 6, 2017
8:00 AM

Committee Members Present:

William Britt, Samuel French, Brandon Hackett, Christine Horwege, Pamela Milliken, Marianne McGill, , Jeremiah Webb, Carson Scott, Vice Mayor Ron Pinchok, David Smoak

Committee Members Absent:

Ashley Shaffer

Staff Present:

Sue Stuhl, Wendy Smith, Jenn Hatmaker

Other:

Alderman Louise Povlin

Julie Blaylock, Farragut/West Knox Chamber

Jill Thompson, Greater Knoxville Hospitality Assoc.

Alderman Ron Williams

Steve Krempasky, Farragut Business Alliance

Andrea White, The Stokely Company

Call to Order

The meeting was called to order. A quorum was declared.

Approval of the Minutes

Ms. Milliken moved to approve the August 2, 2017 minutes. Mr. French seconded the motion. All voted in favor. Motion passed.

Discussion of Town of Farragut Tourism Program

Vice Mayor Pinchok gave a summary of the Tourism Subcommittee meeting from August 7, 2017

- Representatives from some of the area hotels, Greg Atkins with the Tennessee Hospitality and Tourism Associate, and Jill Thompson with the Greater Knoxville Hospitality Association were present at the subcommittee meeting.
- Parks and Leisure Services Director Sue Stuhl was also present and provided an overview of the marketing plan from Girl on the Roof.
- Representatives from the hotels said they do not use billboard signage because it is too hard to track the number of people that the signs bring in to the hotel. Vice Mayor Pinchok stated that for the Town's purposes, he thinks we may still want to consider billboard signage for the hotels and that there is also a need for wayfinding signage for people as they get off the interstate.

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- The hotel / motel people told the subcommittee that the Town should consider demand generated type functions such as athletic or entertainment events.

Mr. Smoak stated that the next step would be to hire a part-time Tourism Coordinator. Mr. Smoak will go to the Board of Mayor and Aldermen at the next Board meeting for a budget amendment to add \$135,000 from the General Fund Reserves: proposing \$45,000 in the budget for the Tourism Coordinator position and proposing \$90,000 in the budget to market for tourism.

Status Updates

- a. Town of Farragut:** Presented by Mr. Smoak
 - i. 105 new residential permits year-to-date with an approximate value of \$37.2m
 - ii. Planet Fitness and O'Reilly's have opened
 - iii. Planning Commission approved the site plan for Overlook Apartments; there are still some elevation changes that need to be approved
 - iv. Concept plan revision for Bridgemore Subdivision will be on the October Planning Commission agenda
- b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. 11 new members in August; 2 of those are in the Town
 - ii. 5 networking events in August; none of those were in the Town
 - iii. 4 ribbon cuttings in August; 1 was in the Town
 - iv. Suzanne Krygier is participating in the Introduction to Farragut program
 - v. Chamber New Member Orientation will be on September 12, 2017 at 7:30am
 - vi. The Chamber will have a pop-up tent at the Dog Daze event
 - vii. Chamber 5k will be on September 11, 2017
 - viii. 3 networking events scheduled so far in September
 - ix. 5 ribbon cuttings scheduled so far in September
 - x. 125 people registered for the Chamber breakfast
- c. Farragut Business Alliance:** Presented by Mr. Krempasky
 - i. Businesses are asking about doing another Treasure Hunt
 - ii. Dog Daze will be on September 15-17 in the Village Green Shopping Center parking lot
 - iii. Acoustic Blues Jam every other Monday night at the Casual Pint; the next one will be on September 11
 - iv. Have new window clings featuring #shopfarragut

Any Other Business

Ms. Milliken stated that she knows a boy scout that needs to complete an Eagle Scout project and asked the Town to let her know if there is a project that the scout can work on for the Town.

Mr. French stated that the Fox Den Country Club board will be meeting on September 20 to discuss the Knoxville Open date change. Mr. French asked for feedback from the committee that he take to the Fox Den Country Club board. Vice Mayor Pinchok stated that he would like the event to stay in the Town.

Mr. Britt informed the committee that he will be moving and will no longer be able to serve on the committee after January 2018.

Mr. Britt moved to adjourn. Ms. Milliken seconded.

Next meeting: Wednesday, October 4, 2017 at 8 AM in the Town Hall Board Room

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General Definition of Work

Performs complex professional and administrative work in the development and implementation of plans and programs to attract and sustain cultural tourism and business in the Town of Farragut. Work involves developing goals and processes under the direction of the Leisure Services Director

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions.

Essential Functions

Develop and promote the Town's vision of tourism by designing processes, programs, business plans and events that involve the public as participants and consumers; manage and work with local businesses and organizations to unify local and state wide efforts to promote natural, cultural and heritage tourism.

Manage the development and implementation of Town and region specific tourism opportunities that target the visitation and use of local and regional destinations that generate revenue opportunities; coordinate a variety of special consumer and trade promotions to market and enhance exposure throughout local and statewide programs and marketing efforts.

Plan, develop, manage, direct, oversee and implement the goals, objectives, policies, procedures, and work standards for tourism.

Coordinate and communicate with various committees.

Ability to recruit, and train volunteers.

Develop and implement integrated marketing, advertising, media and public relations strategies and tactics; identify target demographic, monitor competition, and adjust strategy accordingly; coordinate with the Town Public Relations/Marketing Coordinator on brochures and advertising for special events, community center programs, facilities, special interest group activities, and city wide programs and services.

Actively pursue, develop, and coordinate grant writing and administration of state and national tourism funding, sponsorships, and cooperative marketing and research partnerships, specifically intended to create a positive economic impact on local tourism.

Provide fiscal planning and oversight of the tourism budget and resources; participate in the annual budgeting process; prepare and analyze various reports related to the financial system; monitor expenses and donations.

Operate a personal computer, printer, general office equipment, shredder, telephone, fax machine, or other equipment as necessary to complete essential functions, to include the use of word processing, spreadsheet, database, e-mail, Internet, or other computer programs; performs basic maintenance of computer system and general office equipment, such as backing up data or replacing paper, ink, or toner.

Communicate with supervisor, other departments, vendors/service providers, contractors, customers, the public, outside agencies, and other individuals as needed to coordinate work activities, review status of work, exchange information, or resolve problems.

Responds to citizen requests and concerns.

Tourism Coordinator- DRAFT

Knowledge, Skills and Abilities

Comprehensive knowledge of current principles and practices of tourism and community development and public administration; thorough knowledge of the economics, municipal finance and project management as they apply to municipal development; thorough knowledge of current literature and recent developments in the field of public administration, community development, and tourism; ability to attract tourists and tour groups to the town; ability to communicate ideas clearly and concisely, both orally and in writing; ability to prepare clear and comprehensive administrative and economic reports; ability to establish and maintain effective working relationships with federal, state and local officials, associates and the general public.

Education and Experience

Bachelor's degree with coursework in public administration, business administration, marketing, tourism, communications, or closely related field; supplemented by a minimum of four (4) years' experience in developing and implementing strategic initiatives at least one (1) of which must have been in a public relations capacity; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

Physical Requirements

This work requires the occasional exertion of up to 50 pounds of force; work regularly requires speaking or hearing, frequently requires sitting and occasionally requires standing, using hands to finger, handle or feel and reaching with hands and arms; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, using of measuring devices and observing general surroundings and activities work frequently requires exposure to outdoor weather conditions and occasionally requires working near moving mechanical parts, exposure to fumes or airborne particles, exposure to toxic or caustic chemicals; work is generally in a moderately noisy location (e.g. business office, light traffic).

Special Requirements

Valid driver's license in the State of Tennessee.

Written 7/13/17
