

I. Meeting called to order by chair at 8:15am

II. Minutes from September 15 meeting approved.

III. Tourism Coordinator report:

A. Farragut hotels:

1. Occupancy report presented for 2019 vs 2020. Looking a bit better; still cutting rates to be competitive.
2. Farragut has begun collecting hotel/motel tax.
3. All 9 hotels have new Dining Guides & Quarterly Rundown brochures (samples distributed). Goal to update every 6 months. (Comment: Hotels usually must make their own guides; the new brochures are well done.)
4. Hotels seeing small increase in occupancy; typical for time of year.

B. Social Media Platforms

1. Facebook: Up from 2483 to 2535 followers through 11/10. Instagram: Up from 2016 to 2040 followers.
2. Demo of social media video marketing clips. Targeted to I-75 corridor; approx. 40,000 views.

C. Event Hosting

1. 11/12-11/15. Hobie Bass Open Season Tournament: 50 top kayak fishermen in the country. Hosted programs/awards dinner at Farragut Community Center.
2. 11/26-11/28. Sudanese America Soccer Tournament: 3 Day tournament at Mayor Bob Leonard Park. Clarion Hotel is their host hotel. Public can come spectate and sample food.

D. For the Love of Tennessee Campaign & Visit Knoxville's video:

1. Messaging across the board is to travel to TN and be safe here.
2. Meeting today with Visit Knoxville on how to co-brand the message for Farragut.

E. CARES ACT DMO Funds / Light the Park expansion / #FarragutShines2020

1. 4 billboards promoting Farragut in Cleveland TN; Buttermilk Rd; Harriman, TN; and at Asheville Hwy.
2. Inclusion in Visit Knoxville campaign plus targeted paid social media.
3. Light the Park expansion: 30 more trees; 3 added lighted locations (commuter lot near I-40, Community Center, Campbell Station Inn Plaza); 8 new animated decorations.
4. 6 Week event; 27 nights of local merchant giveaways; caroling; storybook trails; Santa Letters (sender will get a response if letter is posted by 12/20).
5. Social Distancing & Mask Reminder signage; weekend traffic control. Have done all we can to make event pedestrian friendly. Park assistant will be on site nightly.
6. Had to spend the CARES Act money; will be reimbursed. Reimbursement includes security/officers for traffic control, but does not include town staff time.

IV. Update on RFQ Submissions

- A. Decided first focus of project scope is the Visit Farragut website.
- B. Sent questions out to 5 firms. Looked at firm accomplishments, time in industry, creativity, location (some are TN, others outside). A lot did a great job submitting the RFQs.
- C. Look forward to hearing back from the 5 firms to present a recommendation to the Board of Mayor & Alderman.

V. 2021 Visit Knoxville & TN Vacation Guide Advertising

- A. 4th year of advertising in the vacation guides. Demo'd page in the Visit Knoxville Guide ("History, Hops & Hometown Feels")

- B. Demo'd page in the TN state guide; this is used in all welcome centers. Similar design.
- C. E-Guide allows a 30 second video link. Used same theme; focus on parks/history, food/beverage, retail.

VI. Committee Opportunities 2021

- A. Up to current committee to set goals OR see how the year goes leading up to the new '21/'22 fiscal year.
- B. Suggestions/Ideas for events/programs? (None offered at this time)
 - 1. Prior winter events have been Songwriter Showcase, Art Shows, Book Fest. Spring has had Shamrock Ball.
 - 2. Working on a juried art/photo show for early winter. Shamrock Ball will move to new plaza on May 1. Book Fest likely to occur in April. Parade is moved to July 3 (July 4th is a Sunday in 2021).
 - 3. Community Center assembly capacity reduced to 35/50/75 depending on audience. Have had bridal events, HOAs, single use events for churches. FBA has Health & Wellness fair slated for Jan; Bridal fair for March. Out of town requests express desire not to wear masks (no mandate there).
 - 4. Early next year will go to BOMA with rental prices on Inn/Plaza for weddings/events.
- C. Question re opportunity to purchase a large tent for Town use.
 - 1. Concerns are storage and adequate town staff resources for setup and tear down.
 - 2. Covered Pavilion rentals went way down in spring; now way back up minus decrease in winter. Renting to businesses, churches, organizations. Parks are packed. McFee Park has 2 covered areas seating up to 200 and up to 100 respectively. A newer shelter is being built to seat 150+ with no permanent tables (use for music). Until McFee Phase 3, Farragut does not have very many wide-open spaces for programs with large tents.

VII. Other Business

- A. Dec. 3rd dedication of new inn/plaza as Mayor Ralph McGill Plaza. 4PM private ceremony. 4:30-6:30 open to public. Lights, music, holiday celebration.
- B. Old Ingles is ready to be leased; one entity has a negotiated contract. VP of Operations of Property is handling all requests and excited to fill spaces.
- C. No contacts known yet for Steinmart location.
- D. Expanded 2021 Chamber Guidebook in the works; will have spots for Tourism, Farragut, etc.
- E. "Raise the Tree" Christmas Tree Lot by Seeds of Change at JCPenney parking lot starting weekends in late November. Will offer "Instagrammable" experience on site, tree/wreath sales on site OR door delivery option. Portion of proceeds to KARM and Restoration House.
- F. Committee agreed to wait to do committee photos.

Meeting adjourned 9:21AM