

1. Call to Order and Approval of Minutes – Candace Viox – at 8:15am

- a. Motion to accept and approve the August meeting minutes. Seconded. Approved.

2. Tourism Coordinator Report – Karen Tindal

- a. Review of hotel occupancy:
 - i. Business travel has not rebounded like it should have. UT game traffic has been good; hoping interest with new coach will continue.
 - ii. Farragut has 725 rooms. Reviewed rooms sold per month. Now have 4 years of data (started report subscriptions in 2018). Now exceeding numbers from 2018/19 but just in summer mos.
- b. Longwoods Travel Study:
 - i. People are still planning trips; percentage has not changed much since spring 2021. COVID, personal finance and travel costs are the top 3 factors affecting these decisions.
 - ii. COVID concern and travel cost has increased.
 - iii. Traveler activities include visiting family/friends, road trips, fall foliage and sports events.
- c. Quarterly brochure:
 - i. Distribution has increased from 900 to 2500; available at all tax compliant hotels in Farragut, two Cedar Bluff hotels, Pinnacle at Turkey Creek, Visit Knoxville, Farragut West Knox Chamber and Farragut Community Center.
 - ii. Plans are underway for a holiday specific guide with info on nightly Light the Park activities, carriage rides and evening caroling.
- d. Social Media: Facebook followers are 4003, Instagram is 2368. Visit Facebook reach increased 27% over prior period. Instagram reach increased 10% over prior period. New playground behind Town Hall or Apple Cake Tea Room have been most popular posts.
- e. Tennessee Tourism Marketing grant: Awarded 8/13. Requested \$13K. Received \$5k WITH a \$5k match. They had 87 submissions (were overwhelmed; tried to help more programs). Plan to produce a Light the Park commercial and purchase a regional media buy focused on I-75 N/S corridor. Will piggyback with Visit Knoxville (gets us more exposure).
- f. New Assets coming soon:
 - i. Summer Moon going into rest of 35 North building (sweets, teas, baked goods).
 - ii. BCBS Park behind Town Hall.
 - iii. Top Golf grading ongoing. Building to go up any day now. Top Golf “does not need marketing”; they go dark until grand opening after groundbreaking. Will give Visit Farragut a photo of their choosing to use for a “coming soon” button on the Visitor website to link to their site.

3. Website Update

- a. Madden must request that Google clear their cache of the old site and reminder the new site.
- b. Report of Google analytics for August shows where we announced launch of new page in early Aug for page hits. Audience overview shows new versus old users (if you clicked the new site for the 1st time, you’re a new user). Hotel booking page takes you to the hotels now. Madden has spent the last 2 weeks launching the shop page to add more.

4. Tourism Surveys (Committee goal/requested)

- a. Next opportunity is at Lawn Chair Concert Series on Oct. 2. Giveaways to give to survey participants. Ask for zip code and how many are there. Marianne McGill, Debbie Pinchok, Michael Bellamy volunteered. Usually one stays at Farragut table, one wanders/surveys.
- b. Can also do HarvestFest on Oct. 3. 3-7pm. Debbie volunteered.

5. Intercept Interviews (hotel breakfasts/lobbies, exit restaurants like Cracker Barrel) (committee goal/requested)

- a. These surveys are on iPad; working to create the best QUICK 10-question interview. Hope to launch by spring 2022 by Spring Break.

- b. Hotels are still short—staffed but it's no issue if volunteers can walk around and do them.
- c. Question on whether QR Codes would be less intrusive? Working on survey questions right now; think eventually it will be a combination of both. Could add a QR code to the Visit Knoxville ad if it can be developed in time. Could drive code to our website. Homepage could have a 3 question "Take our survey" pop-up. Karen will bring up to Madden this Friday.

6. Other Business

- a. Visit Knoxville guide representation (committee goal/requested): Quite a bit of representation already. Had a meeting with them; they agreed to give us a 2 page ad-block spread of just Farragut businesses, provided we can sell them. 8 ads to sell per page. Each page costs \$4500 (total \$9k). They will discount for us. Normal ½ page ad cost is \$8k. Oct. 15th deadline. We can help with their art. Karen will send the co-op rates today; trying to make it fair. Visit Knox had concerns that they'll lose existing Farragut business advertisers for smaller spot. Working on rates to ensure that if they lose a larger ad to this opportunity, it does not hurt them as much. This is a trial to see if it will work for everyone.
- b. Idea to offer businesses already advertising a further co-op discount for the Visit Farragut page (provided they are keeping their existing ad).
- c. Ask if existing Farragut ads can be placed closer to the Visit Farragut page if they wish.
- d. USS Farragut reunion is happening Oct. 13-17 at the Staybridge Suites. All members who have served on the USS Farragut at some point in their career. Will hold their business meeting on Saturday, tour museum and Campbell Station Inn. Will also have a big tailgate party at FHS for the Farragut vs. Bradley Co. football game to see the anchor from the ship and guns. Coming from across the US. Definitely a go despite looking at total attendees. At minimum their core Executive group must attend to conduct business. Hoping to have 100-150 attend (normally 250).
- e. Many committees are reviewing their charters to change group size, meeting times, etc. Committee suggested and agreed to change meeting time to 8:30am.

Adjourned at 9:06am.

Next TVAC Meetings (now starting at 8:30am):

November 16, 2021

January 18, 2022

March 15, 2022

May 17, 2022