

1. Call to Order and Approval of Minutes – Ashley Lynch, Vice-Chair (Chair absent)
 - a. Motion to approve. Seconded. Approved.
2. Tourism Manager Report – Karen Tindal (emailed Thursday, November 10)
 - a. 3D Glasses for Light the Park; idea from last year
 - b. Digital Passport: Shines 'n Sips Trail (similar to KY Bourbon Trail). Six restaurants participating with a signature cocktail or coffee drink. Participants can have a business card punched with 3 of 6 visits; undetermined Visit Farragut prize for those who also post/tag VF on social media.
 - c. Mobile Visitor Center: 2023 Chevy Tahoe SUV purchase approved by Board of Mayor and aldermen.
3. Digital Media Report – Hallie Riddle (emailed Thursday, November 10)
4. Committee Goals Session – Ashley Lynch, Vice-Chair (Chair absent)
 - a. Brief review of where tourism program started four years and transition of marketing and talking to visitors versus residents. Discussion of “owning” the regional shopping angle.
 - b. Goal 1 Recommendation Summary: Farragut tourism efforts should be primarily focused on growing tourism-generated sales tax revenue in shopping, dining and entertainment, not heads in beds. (Visit Knoxville is filling hotels, own our strength of “the BEST shopping in East Tennessee”, capture more pass-thru discretionary spending on gas/food/etc, create Entertainment District Taskforce)
 - i. Suggested to prioritize recommendation of “Create an Entertainment District Taskforce.”
 1. Entertainment District currently targets a zone of Outlet Drive as well as the intersection of Parkside Drive and Campbell Station, into Turkey Creek.
 2. Opportunities exist to redevelop property on the Knox County side of Outlet Drive. Development coming at Watt Rd; opportunity to engage the Harley Davidson venue.
 3. TOPGOLF: When placed just outside a city center, other attractions/venues tend to pop up around it, which attracts more people, provided there is space.
 - ii. Need to identify the right people. Include Knox County in the discussion. Include Community Development. Include the property owners in that area. Important to be proactive, not reactive in discussing what is desired there.
 - c. Goal 2 Recommendation Summary: Establish tourism as a trusted Town of Farragut economic asset. (Educate community and elected officials on value, tenacious measuring & reporting, build tourism value among stakeholders, evaluate increase of staff, weekly newsletter to all tourism partners, Mobile Visitor Center acquisition to be present at regional events)
 - i. Mobile Visitor Center (MVC) & “Ambassador” Program:
 1. Visit Knoxville creates Gotta Know Knoxville brand ambassadors. Suggest training residents in an Ambassador program to work alongside staff. Bring residents and visitors together. Get residents to be the authentic voice we need.
 2. Committee members to help staff it would be ideal.
 3. Five-year goal would be to take MVC to area festivals/events (staff must drive MVC); start with visitors already here (i.e. staying in Farragut to attend football games).
 4. Committee needs to determine how MVC should be equipped (pop up table, video screen).
 5. Offer made to use TOPGOLF parking area as a monthly MVC “home base” (that venue attracts thousands from in and outside the area in a weekend).
 - d. Goal 3 Recommendation Summary: The marketing promotion of Farragut needs to adjust its resources to speak to visitors versus residents. Be more outwardly focused than community focused. (Placemaking Taskforce for wayfinding signs/landscaping, get existing visitors to stay longer, re-evaluate promotional plan, create well rounded social media presence, re-evaluate brand to speak better to visitors & own what you deliver best: shopping)
 - i. Wayfinding was looked at early on; signage is harder to implement than thought.
 - ii. Billboards – Use in succession to point toward exit 373

- iii. Suggest “Find it in Farragut” tagline or slogan (instead of the current “Sounds like home”)
 - 1. Easy to replicate by other entities; owns our shopping/entertainment/dining options; helps capture passive discretionary income. Can also be used toward residents for other services.
 - 2. This is marketing; the ARP funds can and must be used toward marketing; this may qualify.
- iv. Suggested to focus on our target brand, messaging and audience. This is priority.
- e. Goal 4 Recommendation Summary: Recommend creating a Sports Commission and considering a sports facility feasibility study to determine if Farragut can support a new facility. (This is a large financial decision; cannot be taken lightly)
 - i. Suggest this is a very long-term goal. Wait to see what facilities develop at Watt Road.
- f. Other long-term questions/issues to consider:
 - i. Campbell Station Inn: can it be used for tourism? Interior needs renovating still. Location provides challenges for use as a visitor center.
 - 1. A Taskforce is forming to look at what can be done with the Campbell station Inn with members of community and stakeholders.
 - ii. McGill Plaza: Use for more events? Recommendations?
 - iii. Commercialization of Eddie Ford farm property
 - iv. Bigger banquet/events facility (possibly a “downtown” style hotel somewhere)?
 - v. Performing Arts Center?
 - vi. Moving people around (get them from downtown Knoxville to TOPGOLF)

5. Other Business

- a. Nov. 21 – Countdown to Light the Park. Lights on at 6:30pm. Food trucks, entertainment and giveaways through January 2nd.

Meeting Adjourned 9:57am.

TVAC Meeting Schedule

January 17, 2023 – 8:30am

March 21, 2023 – 8:30am

May 16, 2023 – 8:30am