

Tourism/Visitor Advisory Committee

Tuesday, November 21, 2023

8:30 – 9:30 a.m.

Farragut Community Center – Large Classroom

1. Call to Order and Approval of Minutes

2. Tourism Manager Report.

- David Smoak spoke to the Committee, explaining about the changes in oversight of the Tourism operation for the Town; moving from Administration to Parks and Recreation. He also introduced Ron Oestreich, Parks and Recreation Director.
- Ron briefly spoke and publicly thanked Karen Tindal for her years of service in building the Tourism / Visit Farragut operation into what it is today. His overall goal is to continue on with what Karen and her team built and infuse some new ideas and supervision along the way.

3. Social Media Report.

- One of the members asked if we could create a bar chart that detailed direct visitor spending.

4. ARP Funding Report

5. Wayfinding Steering Committee Report.

- Ron reported that we have received the proposal for the next step with Guide (Sign Design and project implementation [bid docs]. With our change in upper leadership and the upcoming holidays we put wayfinding on hold until the new year.

6. Other Business

- The committee wanted us to continue having a presence in the Tennessee Visitors Center with a document to highlight Farragut.

TVAC Meeting Schedule FY 24

- January 16, 2024
- March 19, 2024
- May 21, 2024 – Hospitality Luncheon