



Tourism/Visitor Advisory Committee

March 19, 2024

8:30am
Fairfield Inn

Members Present at Meeting:

Darryl, Phil, Joey, Debbie, Ron, Candice, Mark, Anusha Anil (student rep)

Guests at Meeting:

Trent from Fairfield, Mayor Williams

1. Call to Order (8:34am) and Approval of Minutes –
 - Motion Phil. 2nd Mark. Motion carried.
2. Tourism Program Coordinator Introduction: Haley Elliot
3. Tourism Manager Report – Hallie
 - Discussion of New Map.
 - Committee suggested looking into a more detailed map in the future

Report Highlights

- January Hotel Occupancy rate: 54.6%
 - January Average Daily Rate: \$97.40
 - February Total Social Media Reach: 77,470
 - February Total Website sessions: 7,588
4. ARP Funding Report – Hallie
 - Report Highlights

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5. Hospitality Partnership Breakfast- Hallie

- Hallie requested that each TVAC Board member bring 1 guest
- May TVAC meeting will be after the Partnership Breakfast

6. FY 24 Committee Goals –

- After discussion goals are as follows:
 - TVAC Committee research feasibility of a trolley system for Farragut
 - Continue with Wayfinding project for the Town
 - Staff research the feasibility of a regional special event sponsored by Visit Farragut
 - Research feasibility of creating an Entertainment District Task Force for the future.
 - Look to grow interest in TVAC with committee members bringing one guest to events or meetings.

Motion to Approve Goals as presented: Ron P. 2nd. Mark. Motion carried.

7. Other Business

- **Discussion regarding allowing the business-oriented members to have a proxy represent them at future TVAC meetings in the event they cannot attend themselves.**
 - Motion to approve Ron P. 2nd. Phil. Motion Carried
- Hallie reminded everyone to complete the survey for Mixed Use Town Center. Hallie to send the link.
- Reminder to those coming off committee. Hallie/ Ron to send the application form for those who want to renew.

8. Motion to Adjourn

- **Motion Phil. 2nd Ron P. 9:20am**

Next Meeting after Hospitality Partnership Breakfast. Tuesday, May 21. 10am

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