

Tourism/Visitor Advisory Committee

May 29, 2024

8:30am

Farragut Community Center

**Members Present at Meeting:**

Darryl, Ron, Debbie, Joey, Marianne, Bill

1. Call to Order (8:29am) and Approval of Minutes –
  - Motion Ron. 2<sup>nd</sup> Joey. Motion carried.
  
2. Appointment of TVAC youth representative for FY 25
  - Discussion about the applicants and decided to have two representatives.
  - Darryl called a vote for Sana Kado and Meira Desai to be our new youth representatives. Joey seconded. All voted yes.
  - The committee discussed possibly looking into Farragut High School senior classes to potentially pull students who would be interested in tourism or business.
  
3. Tourism Manager Report
  - Report Highlights
    - i. March Hotel Occupancy: 71.3
    - ii. March Hotel ADR: 102.75
    - iii. April Digital Media Reach: 73,021
    - iv. April Total Website Sessions: 7,600
  - Updates:
    - i. Hospitality Partnership Breakfast was a success.
    - ii. Farragut Town Map was printed and distributed to hotels.
    - iii. Visitor's Guide is finished and first round of printing is done. Still to be distributed to hotels, businesses, and Tennessee Welcome Centers.
    - iv. New Digital Ad placement on TripAdvisor.
  - Upcoming events: Bluegrass Summer Solstice Concert and Independence Day hospitality tent at the Campbell Station Inn.
  - Future Projects: Ambassador program is in the works.
  
4. ARP Update
  - Wayfinding – BOMA approved contract for phase 2 of Wayfinding. The 30% plan is done, and we are now moving into the 60% phase. Ron presented the 30% plan to VRRB and got some great feedback.

- The first official Farragut Visitor's Guide is completed, and we have received the first small round of printed copies, plus is it available digitally. Tourism team will be distributing it to TN Welcome Centers and local hotels and businesses very soon.

5. Other Business

- The committee still has 4 openings. The committee discussed a few potential candidates and decided we would reach out to a few of them with applications and gauge their interest.

6. Motion to Adjourn

- Motion Debbie. 2<sup>nd</sup> Ron P. 9:30am

**Next meeting at the Farragut Community Center. Tuesday, July 16<sup>th</sup> 8:30 am.**