

November 19th, 2024

TVAC Meeting Minutes

Members in attendance:

Alderman Cain, Debbie, Ron, Darryl, Aaron, Marianne, Kerri, and Joey

Student Reps: Meira and Sana

1. Call to Order and Approval of Minutes

- Darryl called the meeting to order
- Joey made a motion to approve the minutes, Aaron seconded

2. Election of Officers

Joey Nominated Ron Pinchock as Chair, Darryl Seconded. A vote was called, 9 votes yes, 0 votes no.

Ron p. accepted the position as Committee Chair

Darryl Nominated Joey as Vice Chair, Aaron seconded. A vote was called, 9 votes yes, 0 votes no.

Ron p. Nominated Debbie, Darryl Seconded. A vote was called, 9 votes yes, 0 votes no.

3. Tourism Manager Report

Hallie made a brief report on current staff activities including:

Countdown to Light the Park, Campbell Station Skate, Holiday advertising campaigns, and Grant Activities.

4. FY 25 Committee Goals

Goals discussed by the committee included:

1. Researching the feasibility of a trolley or Transportation system in town.
2. Continue advocating for the implementation of the wayfinding program.
3. Researching possibilities for a new festival or event in town.
4. Create two subcommittees, that would meet monthly outside of regular committee Meetings.

Ron p. made a motion for these goals to be accepted, Darryl Seconded, all were in favor.

5. Discussion of Meeting Time

After discussion, the committee elected to keep its schedule the same, the third Tuesday of every other month at 8:30 am.

6. Discussion of Subcommittees

Hallie presented the request to have two subcommittees formed to better assist staff.

The Event subcommittee would:

- Would meet regularly outside of TVAC.
- Would assist in Planning and implementation of Tourism related events.
- Would assist at events or help secure volunteers for events.
- Would assist in spreading awareness about the events.
- One member would report what the subcommittee is working on at regular meetings.

This Subcommittee consists of: Aaron, Kerri, Marianne, Debbie, & Ron p.

The Marketing Subcommittee would:

- Would meet regularly outside of TVAC.
- Would discuss marketing tactics.
- Would help review some of the print projects produced by staff for errors and opinions on aesthetics.
- Would assist in brainstorming new print projects and digital media series.
- One member would report on what the subcommittee is working on at regular meetings.

This Subcommittee consists of: Joey, Alex, Darryl, and both student reps.

Staff will coordinate the first meetings.

7. Other Business

Under other business the Joey brought up a few event ideas, light a “Christmas Light fight”, or a Halloween harvest display that would highlight businesses.

The committee discussed the potential for getting the remaining open seats filled.

Kerri brought up the request to further discuss how tourism could collaborate with real estate in the future.

Ron P. brought up the request to allow a proxy vote for our members who may have time constraints, the committee will discuss this further.

Aaron, move to adjourn, Joey Seconded.