



Tourism/Visitor Advisory Committee

January 21, 2025

8:30 AM-9:30 AM

Farragut Community Center-Large Classroom

Members present: Marianne McGill, Sana Kado and Meira Desai (youth representatives), Candace Viox, Ron Pinchok, Debbie Pinchok, Aaron Gicking

Members absent: Kerri Kor, Joey Ruffalo, Alderman Alex Cain, Darryl Whitehead

Staff present: Hallie Reid, Tourism Manager, Ron Oestrich, Director of Parks and Athletics

1. The meeting was called to order at 8:30 AM by chairman Ron Pinchok. There was a quorum. Motion to approve the agenda by Marianne McGill, seconded by Aaron Gicking with unanimous approval. Motion to approve the minutes of the November, 2024 meeting by Debbie Pinchok, seconded by Marianne, unanimous approval. Ron announced that it was the 6th anniversary of the Tourism Committee which began with Michael Bellamy being very instrumental to help to found it. He served as the first chair for two years. Candace has also chaired the committee.

1. Hallie -Manager's Report

There are new quarterly event posters being developed along with a new enhanced and updated Dining Guide. Upcoming events include Singer-Songwriter, Fam Tour and Art and Photography exhibition.

December data showed hotel occupancy down to 49.5 %. Possible causes include higher prices but Farragut prices are still lower than downtown Knoxville overall. Aaron stated that Topgolf is seeing less walk-in golfers but more events held there. Their prices have increased slightly as well. We are now seeing numbers similar to precovid.

Digital media had an increase in the numbers reached. The ice rink attracted 3,200 skaters.

There was a report to BOMA of suggested plans for the Campbell Station Inn. A Tourism and Welcome Center will be proposed with videos, screen and seating with several historical videos of Farragut on a continuous loop. Bid reports for remodeling will go to BOMA this week.

Ron Oestrich stated that the ice rink will be enlarged next year to a 50 X 50 surface that will allow 40 skaters at a time instead of 30.

1. Hallie discussed work done by the Marketing Subcommittee. They continue revising the Dining Guide now listed by types of food to help people find what they are really interested in more quickly. They are also working on the Singer/Songwriter Showcase event.

Ron Oestrich stated a portable stage (\$100,000) is in the budget for next year.



He added that there will be community wide surveys through Parks And Rec to get ideas from our citizens on what they would like to see done with our 70 acres at McFee Rd. and Boring Rd. All agreed that the events and activities are best when they are fun, interactive and create lasting memories.

1. A spinoff event of the Knoxville Dogwood Arts Festival Chalk Walk has been proposed for Farragut. Hallie has reached out to the Dogwood Arts group. They have not yet responded.

Three new events have been discussed for the fiscal year beginning July 1, 2025 including:

Oktoberfest-possibly in late September

A Winter Market

A St. Patrick's Day event with a possible Pet Parade

These are all pending budget approval.

1. Other business: Debbie brought up again the need for a large van, trolley, or bus that could be painted or wrapped similar to our other wrapped vehicles. It would be the perfect transportation to offer "New Resident Tours" for those moving to our community.

Aaron reminded us that the Singer/Songwriters event will be with three entertainers hosted at Topgolf.

The large room on the first level can hold 100 people and if the crowd is larger the room on the second level could be used also. He also gave a Facebook Survey report on what events, additions guests would like to see added.

The idea of having Food Truck days was discussed. Sana explained the process when they have them at Farragut High School. They advertise the days which ones will be there, and they usually have 5-6 trucks. Meals average \$10-12.

The March meeting was moved to March 25 due to Knox County Schools Spring Break dates.

Marianne moved to adjourn at 9:15. Seconded by Aaron and passed unanimously.

Respectfully submitted,

Debbie Pinchok, Secretary