

Tourism/Visitor Advisory Committee

Tuesday, August 19, 2025

8:30 AM

Farragut Community Large Conference Classroom

Members present: Ron Pinchok, Chair; Joey Ruffalo, Vice Chair; Debbie Pinchok, Secretary, Marianne McGill, Darryl Whitehead, Candace Viox, Aaron Gicking, Michelle Campbell, Reed Honken, Crystal McNamara

Staff members present: Ron Oestrich, Director of Parks and Athletics; Hallie Reid, Tourism Manager; Haley Elliott, Tourism Program Coordinator; Donna Spangler, Tourism Assistant

Member absent: Alex Cain, Board Member

1. Chair Ron Pinchok called the meeting to order at 8:30 AM.

Ron P. asked for a motion to approve the agenda. Motion was moved and seconded and passed.

Ron P. asked for a motion to approve the minutes of the May 20, 2025 meeting. Motion was moved and

seconded and passed.

All members introduced himself/herself to the committee and which area they represented.

2. Hallie shared pictures from CSI Construction and work for the Campbell Station Inn should be finished by Oct. 3. We received grant money to cover all our requests. The staff will be attending a Tourism Conference in Kingston soon. She showed many slides of events and programs, and ongoing construction in the town. Included in the report:

- digital media has reached over 1 million people this year.

- the Independence Day Parade went “viral” last year. Ron Oestrich estimated 6200 people at our 2025 parade.

3. Aaron gave the report for the Events Subcommittee. There was so much information that chair Ron Pinchok asked for paper reports to be provided to all members of the TVAC committee.

4. Joey Ruffalo reported on the Marketing Subcommittee meeting and their team came up with many ideas as well. His report was also to be provided for all TVAC members. Ron Oestrich told us that Founder's Park sewer construction is running two months behind but they need to stop work by September 15 so that we can have Light the Park there.

5a. Committee officers will be elected at our next meeting.

5b. Hallie led a review of last year's goals and what we have accomplished. We discussed possible goals for 2025/2026 and they will be voted on at our next meeting.

5c. There was discussion about our two Youth Representatives. Ron Oestrich will add "student report" to our agenda. Joey moved to have both Sophia and Stephen to join us since we can have both students. Marianne seconded and motion passed. Joey moved to have a youth rep coordinator. Aaron seconded and motion passed.

6. There was no communication from the public.

7. Marianne moved to adjourn and Joey seconded. The meeting adjourned at 9:40 AM.

Respectfully submitted,

Debbie Pinchok, Secretary