

## **Farragut Tourism/Visitor Advisory Committee**

### **Meeting**

Tuesday, October 21, 2025 8:30 AM

Farragut Community Center

239 Jamestowne Blvd.

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

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

Mayor Ron Williams.

Stephen Xiao, Student Representative

1. Chair Ron Pinchok called the meeting to order at 8:32 AM and announced that a quorum was present.  
Minutes from the 10/21/2025 meeting were reviewed. Darryl moved to accept them and Marianne. Motion passed. Sophia McDonnell, student rep will join the committee when she can due to a recent injury with surgery.
2. Hallie gave her report. Some of the highlights included:  
The Campbell Station in should be available to the public in early 2026.  
Wayfinding sign estimate will be coming in this Thursday.  
210 people signed up to complete the Fall Trail.  
Freaky Friday will be this Friday at MBLP, the same location for many years. See Hallie's reports on hotel room occupancy in September, digital media reach, ad designs, tourism and Find it in Farragut Guide.
3. Joey reported on their Marketing Subcommittee meeting including plans to market the Winter Market, work on hotel marketing and programs, an idea for a "Girls Day Out. SHRPA is a portal that will even add personal photos.  
Ron Pinchok suggested copies of subcommittee meetings be available for all committee members.

Aaron shared the Events Committee meeting report. It included tracking food truck reliability, having a drumline bring Santa in at Light the Park, a goal to collaborate with Biddle Farms on a possible pet parade in the future, and having dancers at another time.

Aaron will organize a group to decorate a small Christmas tree that will be placed with many others in the open field behind CSI. Michelle and Darryl will assist.

4. Elections were held for officers FY 2026. The following members were unanimously elected:

Ron as Chair, nominated by Darryl, seconded by Debbie

Joey as Vice-Chair, nominated by Ron, seconded by Aaron

Debbie as Secretary, nominated by Darryl, seconded by Ron

5. Goals were set for FY 2026:
  - A. Support Wayfinding Goals
  - B. Assisting with new events
  - C. Having subcommittee meetings every other month
  - D. Develop a Transportation Subcommittee

Darryl moved to accept the goals and Aaron seconded. It Was unanimously approved.

A Transportation Task Force was made up of committee members particularly interested in this project. They included Darryl, Reed, Aaron, Candace and Ron.

6. There was no other business.
7. There were no communications from the public.
8. The meeting adjourned at 9:20 AM.

Respectfully submitted,

Debbie Pinchok, Secretary