

Farragut Tourism/Advisory Committee Meeting

Tuesday, February 24, 2026, at 8:30 AM

Campbell Station Inn

11409 Kingston Pike

Staff present: Ron Oestrich, Hallie Reid

Members present: Ron Pinchok, Marianne McGill, Darryl Whitehead, Stephen Xiao (Student Rep), Debbie Pinchok, Crystal McNamee, Joey Ruffalo, Reed Honken

Members absent: Michelle Campbell, Aaron Gicking, Candace Viox, Sophia McDonnell (Student Rep)

1. Meeting called to order by Chair Ron Pinchok at 8:32. Marianne McGill moved to accept the minutes of the December 16, 2025, meeting. Seconded by Darryl Whitehead. Passed unanimously.
2. Hallie gave the Tourism Manager Report. Haley has left for different employment. Red, White and Bluegrass is an upcoming event. Chalk the Plaza will be in May. Much work is being done on the website also. The Wayfinding signs are getting very close to installation. There will be vertical or horizontal signs at the designated locations based on the best visibility. Crystal suggested a new event over Valentine's Day next year that includes signs being purchased by citizens with sayings on to be displayed for all to see. Ron and Hallie will investigate this possibility.
Hallie reported about six hundred guests attended the grand opening of the Campbell Station Inn and in the first week they were open. Songwriters had a great turnout with good music at the newly reopened Wild Wing Café on February 21. There are plans to have Songwriter Saturdays at the Campbell Station Inn this year. Her business report stated that hotel rates and media exposure were down slightly in January. They are planning to create more videos and advertising for our website to help improve these numbers.
3. See handouts. Ron Oestrich wants to make sure our history talks coordinate with the Farragut Museum when they are scheduled. There was discussion about the large Troll Exhibit possible being brought to Farragut for a period of time. People were enthusiastic about the idea and Ron Oestrich felt McFee Park could be the best location due to size and ample parking availability. It was suggested that food trucks would be a good addition also.

4. Ron Pinchok discussed the Transportation Meeting coming up after TVAC adjourns. David Smoak and Ron Pinchok noted that a Pilot Program needs to be developed. Ron and Hallie suggested that a new Costco being built in Maryville will most likely decrease our current tax revenue from our Costco sales. But they are hopeful that our new Publix near Watt Road opening soon will help offset this loss.

The sign-up for the Independence Day parade this year will begin on April 1st.

5. There was no communication from the public.

April 21st 2026 will be the next meeting.

6. Meeting was adjourned at 9:07 by Ron Pinchok.

Respectfully submitted,

Debbie Pinchok, Secretary