

## Tourism Development Board

August 12th, 2019

Chamber of Commerce Community Room

4:30pm

- Members in attendance
  - Mandy Eller, Christy Ross, Chad McGee, Katie Kemezis, John Partin, Michael Griffith
- Members not in attendance
  - Ben Newman
- Guests
  - Atlanta Northcutt, Kurt Heischmidt, Everett Brock

Chair, Katie Kemezis welcomed everyone and called the meeting to order with a quorum of members present.

Minutes from the prior meeting were approved with a motion by John Partin and second by Christy Ross

Chair Kemezis called for the Treasurer report -Michael Griffith reported 78,810.93 in assets with no outstanding debt

- Kurt Heischmidt [kurt.heischmidt@tn.gov](mailto:kurt.heischmidt@tn.gov) (Upper Cumberland Healthy Development Coordinator) presented on Healthy Places and Adventure Tourism in Warren County - Department of Health interested in how communities are designed and the impact on health behaviors/outcomes. Reviewed Adventure Tourism Plan - adding ideas for funding sources and planning resources. Several Grant programs identified and technical assistance resources. Possible Courses of Action suggestions: Adopt a complete streets policy, town-wide walkability and bikeability master plan, pilot projects for quick returns. See handouts for additional information on resources.

### Old Business

- TN Greenways and Trails Forum: Mandy reported on her forum attendance. Every two years. Great information and networking - was able to paddle the blueway - lots of ideas and contacts generated. Goal is to develop and present a master greenway/blueway plan. Grants being matched up with strategic planning.
- Local X Digital Marketing Report - Numbers were not ready in time for presentation. Will be included in next months agenda.

### New Business

- Blooms and Brews Update: Farmer's Market on Sept 28 from 5-9. Same as last year with representation from upper cumberland breweries and other area ones. Request to city will be completed.
- 2018 TDTD Tourism Economic Impact Report - numbers increased despite Blue Grass Underground moving. 26,640,000 of tourism dollars in our community. 4,570,000 in payroll. 1,060,000 in sales tax receipts. 4 ½ percent increase in travel spending in our community. US Travel Association compiles it for the state of TN. More in-depth county snapshot coming soon.

- FY 2019-20 Tourism Marketing Grant - TN Dept of Tourism Development helping with branding. Funding just over 17,000 per year. Request to create master social media calendar and email marketing and blogging. SEO for website. Seasonal day trip planning and other types rather than archetypes. Brand Awareness campaign learned that leisure travel does best on Facebook and Adventure does best on Instagram. Success will be measured and it is included in the proposal. Michael Griffith inquired as to hashtags that are readymade for the various activities. Consistent hashtags to gather data? #lifeinbloom
- Everett - questioned about winter activities - Musky Season is winter. Considering a winter event. Or help to promote existing winter events. Chad McGee will look at other cities' winter events. Lean on heritage attractions as well.
- Mandy met with Alderman Harvey moving forward with 75,000 total 82,500 project. Improvements to Pepper Branch Park - concrete boat ramp - bid processes out with construction hopeful in the fall. Rocket Park dropped out of grant due to funding. ADA built into it as a priority. Looking at reviving Rocket Park through Blue Cross - Blue Shield Healthy Places Grant - but not at this point boat dock. Potentially millions of dollars but highly competitive.

With no further formal business, Michael Griffith motioned to adjourn and Christy Ross seconded. The motion carried.

Submitted, \_\_\_\_\_  
Chad McGee, Secretary