

Tourism Development Board

October 15, 2019

Chamber of Commerce Community Room

4:00pm

- Members in attendance
 - Mandy Eller, Chad McGee, Christy Ross, Katie Kemezis (4:30), John Partin, Ben Newman, and Michael Griffith
- Members not in attendance
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- Guests
 - Lacy Garrison, Everett Brock, Jimmy Haley, Rachel Kirby

Board Treasurer, Michael Griffith welcomed everyone and called the meeting to order with a quorum of members present due to chair Katie Kemezis being unable to arrive till 4:30.

Minutes from the prior meeting were discussed with a motion by Michael Griffith to approve with second by Ben Newman and approved.

Michael Griffith called for the Treasurer report - with Michael Griffith reporting \$93,413.13

Old Business

- **Park Theater Show-** Partnering with the Joe Harvey Band
 - Could use the opportunity to increase social media marketing traction. Split the door and facility cost with Joe Harvey Band. Possible date - Friday the 29th of November. John Partin made a motion to authorize Mandy Eller to explore the use of the facility - Everett Brock indicated that he would check with the city - Christy Ross seconded the motion. Motioned carried.

New Business

- **Rivercliff Land Conservation Proposal** - Property directly adjacent to Pepper Branch Park. 55 acre tract of property that Jewel Hale owns - he has agreed to donate the property to the entity of the TDB. We would need to handle the legal aspect of changing the property ownership over. Could be mountain bike trails, running trails, or other outdoor uses. All inside the city limits. Was a planned residential subdivision. Help facilitate the ownership to Friends of the Greenway (501c3 organization) with TDB developmental control. Property would need appraisal \$6000 cost approximately and \$1000 approximately in title costs. Largest wooded tract still in the city of McMinnville. Conservation restrictions - no commercial or dwelling on the property - only construction would be pavilion and amphitheater Master plan would need to be developed very quickly. 1 acre area that would not have restrictions - for the construction of upgrades - this would remove it from the tax roles.
 - Motion was made by Chad McGee to allocate the \$8000 dollars and to appoint Michael Griffith to pursue this negotiation. Specifically to include the following authorizations for Michael Griffith - spend 8k for appraisal and legal work concerning the Rivercliff Land Preserve between Tourism Development the Friends of the Greenway and the Land Trust of Tennessee and that the TDB would oversee the collection of the stewardship fee

of \$15,000.00 to be paid out over 3 years to the Land Trust and authorizing me to collect and disburse those. Motion seconded by John Partin and the motion carried.

- **IMBA Mountain Bike Trail Grant** - Due date Oct 15. Would be perfect to work with the Rivercliff property and should be considered for 2020. 1 to 1 match at \$15,000.
- **History Channel TV Show Proposal** - *How You Get There* 7th season - about transportation but they try to highlight the natural landscape of where they visit. Jackson Kayak, Bridgestone Tires, Boat, Driving through the cave, etc. Between 30,000-50,000 buy-in from the community. Production company about 500,000. Would any of the proposed entities be interested in helping with subsidy of the show? Asked by John Partin. Could we act as a catalyst for the region? Suggested by Michael Griffith.
- **Cumberland Caverns Live Sponsorship** - Cumberland Caverns approached city for assistance in advertising etc but the comptroller said it was not allowable. Comptroller indicated that other organizations might be able to do this. Hotels, restaurants, gas stations are mostly within the city limits. They have requested 40,000 from the city which is substantially less than BlueGrass Underground. They would be able to afford more advertising which would be utilized to advertise McMinnville. Motion was made by Christy Ross that 40,000 over 3 years would be allocated to the Chamber of Commerce to sponsor Cumberland Caverns with advertising including billboards, email, etc. seconded by Mandy Eller and carried unanimously. Motion to authorize Mandy Eller to oversee the previous motion implementation was made by Michael Griffith seconded by Chad McGee and approved by the board.
- **FY 2020-21 TDB Administration & Grant Writing** - Mandy expressed concern about how the Chamber/TDB/City of McMinnville triangular relationship causes confusion about what is happening and what each individual is working on. She requested exploring the possibility of designating various projects to the individual groups.

With no further formal business, Ben Newan adjourned the meeting.



Submitted, _____
Chad McGee, Secretary