

Tourism Development Board

Meeting Minutes

December 9th, 2019

4:30pm

Chamber of Commerce

Members in attendance:

Katie Kemezis, Ben Newman, Michael Griffith, Chad McGee, Christy Ross, John Partin, and Mandy Eller

Members not in attendance:

N/A

Guests:

Atlanta Northcutt, Rachel Kirby

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

Minutes from the prior meeting were discussed and a motion to accept the minutes as presented was made by John Partin and seconded by Michael Griffith. The motion passed unanimously.

Treasurer's report: Michael Griffith provided the Treasurer's report. The bank balance as of December 9th was 88,161.24.

The board turned to old business:

- a. Park Theater Show-Partnering with the Joe Harvey Band

Mandy Eller gave the results of the concert with the Tourism Development Board showing a profit of \$1,235 total. The consensus was to continue with the event next year.

- b. Cumberland Caverns Live Sponsorship

Michael Griffith verified that the check had been sent in the amount of \$13,333.33 for the 2020 sponsorship. Mandy Eller reported that Cumberland Caverns Live gave us the Chandelier sponsorship level with the additional request of logo usage on their social media and a link to our tourism website, visitmcminnvilletn.com, on emails to ticketholders informing them of the show details.

- c. TDB Administration

Mandy Eller made a presentation proposing that the Chamber and TDB share in the costs of administration of TDB projects for marketing and development. This proposal aims to solve the issue of the rising costs in the Chamber non-profit appropriations request by using the lodging taxes granted to the TDB to allocate focused staff in tourist development as well as a grant writer for those purposes. Because the non-profit appropriations have been fully granted to the Chamber for this fiscal year, no action is needed by the TDB. However, the general consensus is to put any new projects under contract using the lodging taxes.

The board turned to new business:

- a. McMinnville, TN-McMinnville, OR project

Mandy Eller reviewed the project proposal to possibly partner with Visit McMinnville, OR on a marketing video project to show the connectivity between the two communities, such as in the caves, historic theaters, charming downtowns, and wellness. The marketing director for the organization recently visited for a familiarization tour in which she visited various tourism attractions throughout Warren County for research. We are now in the stage of pricing the possible project. The consensus was to research the costs and report back.

Chair Katie Kemezis had to leave the meeting early, so Vice- Chair Ben Newman asked if there was any other business to come before the Tourism Development Board. John Partin made a motion to adjourn the meeting and Christy seconded. The motion passed.

Christy Ross

Date