

**Tourism Development Board  
Regular Meeting Minutes  
July 13, 2020 | 4:30 pm | Chamber of Commerce (110 S. Court Square)**

Board Members Present: Christy Ross, Sarah Cantrell, and Ben Newman

Board Members Absent: John Partin, Michael Griffith, Katie Kemezis

Guests: Mandy Eller (staff), Everett Brock, Nick Hoffman

## **Agenda**

President Christy Ross welcomed everyone to the meeting and recognized visitors.

**Nick's Wild Ride:** Nick Hoffman of Nick's Wild Ride gave an update on their plans for production. He noted his team was still able to work in McMinnville since it doesn't require him to travel and they still be sensitive to the fact of the pandemic. He noted that he wanted to present the town at its best and will showcase what's available, the history of the town, and the outdoor recreation. They are striving to create episodes which transcend the COVID and aren't marked by it since the episodes will be available likely after the pandemic has subsided. The group traded ideas for grounding the episode in our region including a dove hunt and muskie fishing.

**Consideration of Minutes:** The minutes from the June 8, 2020 regular meeting were presented and Ben Newman made a motion to approve the minutes without reading. Chad McGee seconded the motion. Board members voted approval unanimously. The minutes from the June 16, 2020 special session of the Tourism Development Board were presented and Ben Newman made a motion to approve the minutes without reading. Chad McGee seconded the motion. Board members voted approval unanimously.

**Treasurer's Report:** Christy Ross reported the TBD account had a balance of \$66,375.10. Expenditures includes dues to Civil War Trail, Behind the Scenes, and the loan to the Chamber.

## **Old Business**

- Tactical Plan Review – Mandy noted that not much had change. For the Blue Cross Blue Shield grant, Kyle Clyde of Parks and Recreation is pursuing applying this year.
- Update on Chamber Loan – The promissory note has been agreed upon and the funds have been disbursed to the Chamber. The Chamber has paid DesignSensory and is now just waiting on the reimbursement process.

## **New Businesses**

- Tourism Enhancement Grant Match – Mandy presented an updated on this grant and noted that the Board of Mayor and Aldermen asked if the TDB could cover the matching funds of \$7,500. After some discussion, Chad McGee made a motion to provide the matching funds for the Tourism Enhancement Grant and Ben Newman seconded the motion. It passed unanimously.

## **Admin Report**

- Mandy noted that this spring that the Nashville users, our target audience, are now higher than McMinnville on our website and other positive indicators; however, we have reached a plateau

of users until we improve our website seo. She also shared updates on other projects including the Chamber non profit creation, the Walls for Women, and Behind the Scenes production. She is also investigating quotes for website seo.

#### Other Business

- Sarah Cantrell noted that the Chamber is still deciding what to do with Mountain Crawl and the Autumn Street Fair, which are major tourism events, and those decisions will be made soon.

Adjourn: Sarah Cantrell made a motion to adjourn and Christy Ross seconded it. All members voted in favor.

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Katie Kemezis  
Secretary, Tourism Development Board