

Tourism Development Board

April 12, 2021

Chamber of Commerce Community Room

4:30pm

- Members in attendance
 - Sarah Cantrell, Ross Garrison, Dan Vivzi, Chad McGee, and Christy Ross
- Members not in attendance
 - Keval Sheth
- Guests
 - Everett Brock, Lisa Hobbs

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

Minutes from the prior meeting were discussed with a motion by Chad McGee to approve with second by Ross Garrison and approved.

Chair Cantrell called for the Treasurer report - with Ross Garrison reporting \$130,495.80 with an outstanding payment due to Nancy Golden for the MDNA letter for \$250 and 3750.00 for the Project Bicycling/Pedestrian Walkways project.

A motion was made to approve payment of the CTBD matching funds request by Christy Ross with a second by Chad McGee and passed unanimously.

A motion to pay Civil War Trails membership fees was made by Chad McGee with a second by Ross Garrison and approved unanimously.

Old Business

- An update on the Wild Ride project was given by Christy Ross.
- The Tourism Board Administration plan was reviewed and a motion to send it to the City legal and HR team for review was made by Chad McGee. Christy Ross proposed a friendly amendment to change the project term from 2 to 1 years and was accepted. Ross Garrison seconded the motion and it was approved unanimously.
- Ross Garrison provided an update on the Bicycle and Pedestrian survey with 230 people having responded at the time of the meeting. BLTV's Talk of the Town ran a story about it on March 30 with a virtual open house and the survey remained open for discussion at the next meeting.
- Christy Ross provided a report on the Blooms and Brews event which is a TBD seed money event. A date is pending for the last weekend in August.

New Business

- The Upper Cumberland Tourism Association has filmed a video for their social media featuring McMinnville with Sarah Cantrell as the host.
- AAA Living Magazine has selected McMinnville as a highlight for their summer issue that covers June/July/August and images will be provided.

- Dottie West Fest planning is to resume under the direction of Christy Ross with an effort to host the event in 2022.

With no further formal business, Chad McGee motioned to adjourn and Ross Garrison seconded. The motion carried.

Submitted,

A handwritten signature in black ink, appearing to read 'Cw M:12' with a long horizontal stroke extending to the right.

Chad McGee, Substitute Secretary