Meeting Minutes from January 21st 2020 T/VAC Committee

- **Minutes approved**
- **Coordinator Report**
  - Digital Marketing Campaign explained
  - Traffic count was completed
    - Used traffic strip located at the entry way of Founders Park
  - Social media growth has continued to be on the rise
- **Water into Wine Survey was completed**
  - Results
  - Many folks were just “traveling”
  - No hotels, no plans
  - People are stressing out about more housing development
  - Locals would like to see more small businesses and less chains
  - More ethnic foods
  - Traffic flow is a concern
  - Another Study will be completed in March
- **Songwriters Show Case**
  - First event in the new community center
  - First Time alcohol will be provided
  - Tickets on sale at Visit Farragut
  - Advertising is Regional (Along I-40 & I-75)
- **2nd Reading of the Hotel Tax**
  - January 23rd

- **Meeting Concluded**

Minutes recorded by Ashley Lynch, Secretary