

Meeting Minutes for September 15th 2020

- Meeting called to order at 0815
- Minutes from March meeting approved
- Election of Officers
 - Candace Viox was elected as Chairman
 - Ashley Lynch was elected as Vice Chairman
 - Julie Blaylock was elected Secretary
- Tourism Coordinator Report-
 - Last Meeting was in March
 - A Tourism Coordinator Packet was given out
 - Data was derived from Star Reports
 - Goal was to increase internet traffic
 - Video reached over 100,000
 - Analytics were completed
 - Visit Knoxville Hotels Report-
 - Data is from TDTD- East TN Hotels are leading in the State Recovery
 - Nashville occupancy is around 20%
 - Social Media platforms experienced growth during Covid 19 shut down.
 - A Quarterly download was created instead of weekly since the lockdown
 - A Dining guide was created.
 - Amenities of Take out, curbside, updated info was included on new dining guide
 - Open Doors campaign was created
 - Ran from May 15th until Day after Labor Day
 - Two billboards on interstate
 - One at Exit 41
 - One at Buttermilk Exit
 - Ran from July 20th-September 13th
- Design Sensory is working on a Rack Card to distribute in 2021
- Working with Visit Knoxville Sports
 - Hobie Kayak Fishing Championship will be here in November of this year
- Farragut Hotel Tax
 - Should have started on June 1st-was delayed due to Covid 19
 - Business travel is light
 - People are going on vacation, but driving only
- Cares Act DMO
 - 95 Counties receiving the assistance
 - To be used for Covid-19 friendly marketing
 - Farragut gets 10% of the DMO
 - Light the Park is the main event for this year
 - Planning to begin in the commuter lot right off the interstate-continues to Campbell Station Plaza
 - Will include take and go crafts
 - It will light the Tuesday before Thanksgiving

- RFQ is almost complete
 - The discussion will be at November meeting
- Meeting was adjourned at 0914