

Meeting Minutes from March 10, 2020 T/VAC Committee

- **Meeting called to order by Vice-Chair Wendy Robinson at 8:15am**
- **Motion to approve minutes made by Mayor Ron Williams, and seconded by Alderman Ron Pinchok; approved by unanimous vote**
- **Coordinator Report**
 - Social Media update included following information; 54% of followers are from a distance greater than 50 miles away; 26% of followers are from a distance greater than 100 miles away;
 - LCCS received Excellence in Tourism Award as Best Festival from METTC
 - Blizzard conference included best practices in tourism; under-utilized resource the TDTD staff and state welcome centers
 - Paid advertising targeted along I75 corridor from Lexington KY to Atlanta GA; \$400 spend garnered 27K reach
 - Business Spotlights continue to do well on social and businesses are giving us positive feedback
- **Songwriter Showcase Update**
 - Sold out 2 weeks prior to show – 163 tickets sold
 - W2W sales exceeded \$1000
 - Next year expand to 2-day event with a workshop to encourage overnight stays
 - Suggestion to connect with Wild Wings Voice Off and see about hosting a round in 2021
- **RFQ Update**
 - RFQ has been drafted and is in the review stage
 - Michael will appoint a committee to assist staff in the review of submissions
 - Hope to have recommendation for contract to BOMA in July
- **Tournament Director Incentive Discussion**
 - Presented by Trevor Hobbs and based on \$100 ADR
 - Discussion of 3 alternatives; 4.13% most conservative; 8.13% and 11.13% most liberal
 - We must be transparent as a government entity while stand alone CVB's/DMO's do not have the same transparency standards
 - Discussion led to the idea of a suggested scale or middle ground
 - Staff will re-work numbers and bring back to committee for further discussion in May with the hopes of making a recommendation to BOMA that coincides with the yearly fee schedule discussion
- **Other business**
 - Karen will research E sports and bring information to the committee for discussion at future meeting
 - Karen will arrange a FAM tour for hoteliers and at that time have a discussion about tournament director incentive since hoteliers were not present for today's discussion
 - Question was raised about the status of alcohol in the park
- **Meeting Adjourned at 9:28am**

Minutes recorded by Karen Tindal