

1. Call to Order and Approval of Minutes – Candace Vioxx
  - a. Motion to approve. Seconded. Approved.
  
2. Tourism Coordinator Report – Karen Tindal
  - a. Hotel Numbers/Occupancy: Cumulative 175K rooms sold in Farragut in 2021. 2021 outpaced most months of rooms sold in 2018 & 2019.
  - b. New Hotel Collateral: New brochure delivered 1<sup>st</sup> week of March. Included an insert with QR Code for visitor survey. Includes dining, shopping, attractions, and event info. Plan to update quarterly. Does not replace the annually updated Dining Guide.
  - c. US Travel Sentiment Survey: Fielded March 2, 2022. September/November 2021 surveys hit 90% of people making travel plans in next 6 mos. Survey on gas price impact was before prices rose sharply. Over 50% on March 2 felt gas price would impact travel. Top 3 activities planed include visiting family/friends, road trips, go to beach.
  - d. Social Media: Facebook and Instagram both up 32.6% and 24.6% respectively. Jan 6-Mar 6. Paid reach & impressions are down slightly by 2.5% or less. Tied to working with Madden. Top posts include TBT on Little Joe’s Pizza.
  - e. VF Website: Visitors and new users both near 6K. Jan 1-Mar 1. 38% are from paid search via Madden. Organic search is 24.5%. Most referrals are from Facebook (78.86%). Top 5 states are TN, GA, NC, CA, VA. Working with Madden to add story presentation layer to site to coordinate with our SEM marketing strategy. Story is spending 48 hrs in Farragut. Projected launch in under 30 days. Will click to a “Learn more” newsletter.
  - f. Songwriter’s Showcase: Three performers; good music mix. Water into Wine did bar; Daddy Mac’s did food. Feb. 25, 2023, is 4<sup>th</sup> annual showcase.
  - g. Events coming: Bluegrass on the Lawn 3/26 (weather dependent); Movies at McGill 4/9 and 5/21; Southern Tequila & Taco Festival 4/29.
  
3. SWOT Analysis Review – Committee
  - a. Review of SWOT from January meeting. No additions or changes.
  
4. Tourism Audit and Assessment Plan – Karen
  - a. Chandler Thinks will be conducting a Tourism audit and assessment plan for Visit Farragut.
  - b. Phase 1 = Current state of market, way finding, mystery shopping, inventory assets, Dream Big ideas of possible future assets.
  - c. Phase 2 = Staff & Stakeholders, FAM tour, focus groups, interviews April 13/14.
  - d. Phase 3 = Review of Organization Goals, prior research, messaging, web analytics, SEM, competitor marketing.
  - e. Phase 4 = Board/Organization Goal Setting & Prioritization Workshop in June 2022.
  - f. Tourism audit/assessment plan by end of July 2022. 3–5-year plan outlying goals, priorities, responsibilities, and measurements for VF program.
  
5. Other Business
  - a. Applications for new committee members or renewals are being accepted.

Meeting Adjourned 9:13am.

*TVAC Meeting Schedule*

- May 17, 2022
- July 19, 2022