

1. Call to Order and Approval of Minutes – Candace Vioxx
 - a. Motion to approve. Seconded. Approved.

2. Election of Officers for 2022-2023
 - a. Nominated: Darryl Whitehead as chair. Motion to approve. Seconded. Approved.
 - b. Nominated: Ashley Lynch as Vice Chair. Motion to approve. Seconded. Approved.
 - c. Nominated: Julie Blaylock as Secretary. Motion to Approve. Seconded. Approved.

3. Youth Representative
 - a. Review of five applications and discussion.
 - b. Noted that TVAC committee can amend the charter to allow for additional youth representatives should they wish.
 - c. Motion to nominate Kate Bruce and Yihan Zhang, and to amend the charter to allow for more than one youth representative. Seconded. Approved.

4. Tourism Manager Report – Karen Tindal
 - a. Introduction of new permanent part-time staff, Hallie Riddle as tourism assistant.
 - b. Hosted namesake tour for seven sailors from USS Farragut July 3-8. Arranged multiple elected official meetings, first pitch at Smokies game, Independence Day Parade participation and Smoky Mountain Service Dog training. Will likely choose a different week next year in order to connect with schools.
 - c. Farragut Hotel Report: June numbers were phenomenal. Lowest month of occupancy was January at 57.3%. Highest was June at 81.6%. ADR for last three months has been over \$100. Have 725 rooms in Farragut currently. Rooms sold for FY 2022 is 188,447 with a \$12 average spend per room outside of hotel.
 - d. New Hotel Collateral: Created new tear-off pad map for hotel use. In print production now. Sent draft to three hoteliers; positive feedback. Will get more feedback once it's in guests' hands. Hotels more willing to dialogue about materials.
 - e. Social Media: Report is now fiscal year basis. Annual internal spend is \$2,907 (not part of Madden spend). Most of spend is Facebook. Instagram engagements is 37K. Facebook engagements is 381K.
 - f. VF Website: Report is now fiscal year. Site visitors is 40K total. Site session duration average is one minute and two seconds. Dining and Event pages are most popular. Organic search ("Farragut") is top lead generator.
 - g. 48 Hours in Farragut: Madden completed this web story for Visit Farragut. Has been up for two months and has two million impressions.
 - h. Upcoming Events: Lawn Chair Concert Series (Aug. 13th and 27th remaining; usually three per summer). DogDaze is Aug. 12-14th.
 - i. Committee Meeting schedule/time: No changes suggested for this fiscal year.

5. Other Business
 - a. KitchenLink has been advertising a private/rental style event at Campbell Station Inn for food trucks with adult field day games. Not a co-sponsored event with Farragut. Target date of August 20th. Ticketed. Still tentative pending some details to work out.
 - b. DogDaze is rain or shine. Community "Pooch Plunge" is still Friday night.
 - c. Send Senior Citizen Love made it on the ballot for KnoxChoice for non-profits. Other Farragut businesses are on there; Karen will send an email with list.
 - d. Chamber is celebrating their 35th anniversary on July 27th at the chamber office. Please stop by.
 - e. Summer Moon is having their ribbon cutting today at 3:30pm.

Meeting Adjourned 9:12am.

TVAC Meeting Schedule

September 20, 2022 – 8:30am

November 15, 2022 – 8:30am

January 17, 2023 – 8:30am

March 21, 2023 – 8:30am

May 16, 2023 – 8:30am