

1. **Call to Order and Approval of Minutes – Candace Vioxx—at 8:16am.**
 - a. Motion to accept and approve the March meeting minutes. Seconded. Approved.
2. **Election of Officers FY 2022 – Candace Vioxx (motion to approve; seconded; passed unanimously)**
 - a. Secretary: Julie Blaylock
 - b. Chair: Candace Vioxx
 - c. Co-Chair: Darryl Whitehead
3. **Tourism Coordinator Report as of July 12, 2021 – Karen Tindal**
 - a. **Hotel Occupancy:** Hotels beginning to recover room costs. ADR is going up. Hotel occupancy comparisons from 2018 vs 2021 show a 3.8% increase from June '18 to June '21. Year-to-date for 2021 (63.4) is slightly lower versus 2018 (65.0) but demonstrates significant recovery over 2020 (41.6). Comment from Holiday Inn Express that most of room reservations are currently leisure and one-nighters, not corporate. Those who needed to travel still did so during COVID. Estimate September & October may still be decent due to football, but will have to wait and see. Will be interesting to see what the future fluctuations between leisure and business travel.
 - b. **Longwoods Travel Study Update:** (Apr/May/Jun/Jul) Surveyed every 2 weeks. Travelers planning travel in next 6 months is again 88%, staying steady. Concerns over travel costs are a factor. Percentage of travelers who will wait for their own vaccination or a majority of Americans to be vaccinated before traveling has dropped; more reporting vaccines have no impact on their travel plans. Confidence growing slightly between June and July on the impact that vaccination rates have on their travel destination choice.
 - c. **Visit Farragut Rack Card:** Started going into five TN state welcome centers in April; have already had to print a second distribution (first run was 10,000). Design is the most expensive component over printing and distribution costs. Doesn't currently have QR Code; missed opportunity that will be added.
 - d. **Visit Farragut Social Media:**
 - i. Local History Campaign included a 5-part video series on Farragut's history with local actress, Jill Martin, highlighting newly developed Farragut History Trail. Videos released every Friday with additional Tue/Thu posts through June (now on Visit Farragut YouTube).
 - ii. Tennessee On Me (Gov. Lee) released July 4th. Get a \$250 airline voucher if you book through the TN On Me website; 60 hotels across Knoxville, Nashville, Memphis and Chattanooga participating. Must book by 9/30; travel by 12/31. Must book 2 nights with at least a Sun/Mon/Tue/Wed (no weekend travel). Hampton Inn Farragut is our only hotel listed. Unsure of how hotels get signed up to be listed; seeking that info for our Farragut hoteliers.
 - e. **New Kids in Town:** McFee Park sod/lawn is going down. Daddy Mac's opened (former Wild Wing Café). Blue Cross Blue Shield Healthy Places playground being constructed behind Town Hall (All-inclusive playground; community area funded via grant; dedicated restrooms to later be added by Town).
 - f. **Special meeting is August 10th at 6pm (ALL Parks & Rec committees meet).** Must RSVP by Aug. 2. Next regular meeting is Sept. 21 at 8:15am.
4. **Tournament Incentive Update – Karen Tindal**
 - a. Went into effect July 1; tournaments can receive the previously discussed incentive of \$2.55 credit per room night toward their rental fees.
5. **Youth Representative Vote – Candace Vioxx**
 - a. YouthRep applications were emailed with packets. Two students are interested (Ms. Cho and Mr. Patel); by charter, we can only choose one for TVAC, but the extra student can still be assigned to a committee. BOMA approved a change to the museum's committee charter to include up to 3 youth reps.

- b. Ms. Cho indicated interest in tourism or planning; the other student, Mr. Patel, indicated interest in tourism or the museum. Selecting Ms. Cho would allow the other student to still be assigned to the museum; otherwise, she would not be able to be assigned anywhere.
- c. Motion to select Ms. Cho for the TVAC committee; seconded; approved.

6. OTHER BUSINESS

- a. Michael is still looking into a Video Gaming Event for the Community Center; Farragut IT has shared that more work/infrastructure is still needed for the Community Center regarding wiring and equipment to support such an event fluidly.
- b. Dog Daze is coming in August. Candace has shared posts with approximately 8,000 hits. Can hotels purchase marketing spots of some kind as part of this event's promotion? Will need to discuss this.
- c. Visit Knoxville is helping Visit Farragut source different business seminars that could be hosted at the Community Center or in Farragut with attendees staying at hotels. Process is always slower than we'd like.
- d. Top Golf is still on schedule. This location will have meeting space opportunities (not all do).
- e. Intro to Farragut kicks off August 18.
- f. Daughters of the British Empire group visiting in September; group of up to 36 from across the country. Seeking items for their welcome bags.
- g. Untold Tennessee 225 limited edition posters. East TN version available at the chamber; must submit a story to the state website to request Middle and West Tennessee posters.
- h. Bud Cullum project progressing (old Kroger mixed use); pad for Aldi's supposed to go in by October.

Motion to adjourn. Adjourned 9:12am.