



## Tourism/Visitor Advisory Committee

May 21, 8:15 a.m.

Minutes

Committee Members Present: *Michael Bellamy, Julie Blaylock, Christine Gilbert, Akshay Hira, Ashley Lynch, Wendy Robinson, Angela Sanders, Alderman Ron Pinchok*

Staff Present: *Karen Tindal, Sue Stuhl, David Smoak, Trevor Hobbs*

Guests: *Mayor Ron Williams, Vice Mayor Louise Povlin, Amit Patel, Charity Wilson, Jill Thompson, Amy Meyers*

1. Meeting was called to order by Committee Chair, Michael Bellamy at 8:20 a.m.
2. Minutes from the March 2019 meeting were reviewed by committee members. Motion to approve was made by Michael and seconded by Mayor Williams; minutes approved by unanimous vote. Michael asked guests to introduced themselves.
3. Tourism Coordinator report was reviewed by Karen Tindal including updates on Visit Farragut website analytics and Town of Farragut social media analytics. Visit Farragut tablecloths and banner have been ordered to be used at special events. Update on the Children's Defense Fund Conference bookings in Farragut and surrounding area late May/early June. Brief report on Farragut hotel status based on a year's worth of STR data for the area.
4. Round table discussion with hotel partners: discussion focused on defining our typical traveler. Our traveler is typically 25-65 years of age and travelling for business. The group felt that we could make some gains targeting retirees. The group felt that it is difficult to attract leisure travelers without any attractions.
5. Announcements were made about CDF goody bag stuffing times and the June 6<sup>th</sup> Greater Knoxville Hospitality Luncheon at the Cotton Eyed Joe in Farragut.
6. Meeting Adjourned at 9:30 am; next meeting will be Tuesday, July 16, 2019 at 8:15 a.m.