

## Tourism and Visitor Committee Minutes - July 16, 2019

- Call to Order;
- Welcomed newest Committee Members;
- Tourism Coordinator Report since May meeting;
  - i. Four Television appearances about Visit Farragut
  - ii. Monthly Television appearance in future WATE “Living East Tennessee” second or third Monday of each month, 3 – 4 pm.
  - iii. Working on alternative marathon in Farragut.
  - iv. Launched Visit Farragut Facebook page.
- Mary Blair, from design sensory, gave presentation of findings about Farragut Tourism from audit of tourism efforts performed to date;
- Mrs. Blair advised Committee on how to move forward with tourism as segment of Farragut proper instead of separate entity from Farragut;
- Short term goals include:
  - i. Very important that Farragut Community understands the purpose of the Tourism Committee so Community can act as ambassadors.
  - ii. With a limited budget and small staff, ambassadors can help drive tourism efforts to Farragut but must have defined tourism message and brand.
  - iii. Ambassadors must understand what type of tourist comes to Farragut through asset drivers.
  - iv. Farragut has premium outdoor asset drivers for attracting tourism in Knox County.
  - v. Use links with digital interactive maps on Farragut website to help “wayfinding” and allowing download to print.
  - vi. Consistent brand messaging and defining what visitors come to Farragut are critical to maximize advertising dollars (Mosaic Profile Research).
  - vii. Destination brochure guides (field guides) are beneficial to both tourists and local residents, “rack cards” are cheaper alternative.
  - viii. Use caution defining “Brand” so residents do not feel defined without prior approval.
- Long term goals include:
  - i. Vice Mayor Povlin stated importance of Farragut being founded as a residential community and this must be core purpose when moving forward with tourism; great care must be taken to not corrupt this core purpose when walking fine line between residential community and tourism dollars.
  - ii. Hotel Tax rarely an issue with leisure traveler, only an issue with large event planners and CPA’s. Having a Hotel Tax is highly recommended by Design Sensory.