

This meeting can be viewed live on the Farragut YouTube Channel, www.townoffarragut.org/livestream, Charter Channel 193, and TDS Channel 3. The meeting will be held virtually, authorized by Governor Lee's executive orders regarding the COVID19 pandemic. Meeting comments may be emailed to comments@townoffarragut.org and must be received by 12:00 p.m. (the day before the meeting) to be included in the record of the meeting. Anyone who wishes to provide comments must include their name and address. For questions, please e-mail Karen Tindal at ktindal@townoffarragut.org. Agenda.

1. Call to Order and Approval of Minutes—Candace Vioxx—at 8:15am.

- a. Motion to accept and approve the January meeting minutes. Seconded. Approved.

2. Tourism Coordinator Report as of Mar. 11, 2021—Karen Tindal

- a. Review of hotel occupancy ADR (2019 vs 2020); sourced from Town of Farragut STR Subscription.
 - i. New items are Dec/Jan numbers. Occupancy starting to improve. ADR is going up slightly.
 - ii. January difference between 2020 vs 2021 is approx. 11% Farragut is doing really well compared to areas around us. Oak Ridge and Lenoir City are equal to their numbers last year. People still looking to stay just a little outside of a "city;" these areas are seeing recovery quicker.
- b. Longwoods Travel Sentiment Study: Done weekly to see how people feel about travel.
 - i. Overall, numbers are optimistic. As of March, 84% of travelers are planning some trip in next 6 months (up from 63% in Jan). 16% planning a trip in the next month (low due to waiting on vaccine completion?); 20% planning a trip in next 1-2 mos; 26% planning a trip in the next 3-5 mos.
 - ii. As of March, 44% support opening their area to visitors; 51% feel safe traveling outside their community; 48% feel safe dining out or shopping in their area; (new survey question) 20% say COVID-19 is not influencing their travel plans.
- c. Visit Farragut Rack Cards & Information Wall
 - i. Partnering with Print Distribution Service to bulk distribute VF rack cards in 5 TN Welcome Centers starting April 1 (had no information upon starting).
 - ii. Created information slat wall with visit information at the Farragut Community Center.
- d. Social Media Platforms (01/01/21-03/10/21)
 - i. Facebook follower increase: 18.5%. Instagram follower increase: 3.69%.
 - ii. History, Hops & Hometown Feels FB post had highest organic reach of 2.5K. Instagram post reach of 1.6K.
 - iii. Social Media Paid Advertising by numbers: Spent \$613.33 from 1/10-3/10/21. 115 total ads. 55,181 reach / 83,113 impressions.
- e. FAM Tour
 - i. Hosted Visit Knoxville sales team and convention services team on 3/9 for 3 hr FAM tour, including Community Center rental areas, CSI/Plaza, Farragut Museum/Memorial Plaza/Civil War Trail, all parks, & new Pinnacle event space (spring open, hopefully).
 - ii. Malcom Shell (historian) blog posts covering Farragut history for Visit Knoxville; travel writer visit April 28.
- f. Overview of Work Completed/Ongoing matrix
 - i. Reviews all work during the 6-8 wks between meetings. Each column represents a different role.
 - ii. Farragut History Walk created with interpretative signage from Founders Park to Campbell Station Plaza, Town Hall, down to Pleasant Forest Cemetery (Public Works finishing sidewalk for safety there).
 - iii. New process in place for tournament bookings; will be able to hand those future leads directly to hotels.
 - iv. USS Farragut reunion (120 ppl) coming in October (rescheduled from last year).
- g. New Kids in Town
 - i. Euphoric Cheese Shop (ribbon cutting this week); Admiral's Dough Joe.

3. Update on RFQ—Wendy Robinson

- a. BOMA unanimously approved the proposed RFQ. TJ Fletcher, a UTK grad, is here to present his proposal.

4. Presentation from Madden Media – TJ Fletcher

- a. Will be leading a team of 8-10 people including creative and marketing strategists.
- b. Been business over 38 years; focus solely on the travel space of 110+ destination markets. Work with CVBs of any size but also with their partners (i.e. hotels).
- c. Deep dive into goals of VF to enhance economic impact to the area, enhance website footprint, expand brand in community and along 40/75 corridors, encourage residents/businesses to live the brand, and develop marketing.
- d. Promise: To boost visitor awareness to grow in-market spend and overnight visitation, develop a new website, engage markets and audiences with consistent branding, track all results and improve performance over time.

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- e. Strategic plan to get the “house in order” focusing on creating a custom website that creates a great user experience. Future plans will expand content on that site and improve marketing.
- f. Website Priority needs: improve content (keyword rich), improved navigation menus, call to actions, mobile-first approach, faster loading, searchability, better use of photo/video, SEO, tracking/analytics, GDPR compliance (protects user data/privacy), avenues for UGC for more authenticity (User-Generated Content).
- g. Scope: Logo/brand integration; responsive Wordpress website; custom theme; custom listings and calendar of events set up; top-tier content; training for Karen and team.
- h. Hosting/Maintenance: separate staging allows testing of new site while letting old site stay up. 24/7 support.
- i. Currently in onboarding phase: discovery and planning (researching the area). End of July launch of site expected. Hosting/maintenance starts in August.
- j. Total budget of \$40,000 (\$37,400 for rebuild, remainder is for hosting through end of calendar year 2021). Budgeted from professional services and regular marketing/tourism budget. Karen will email the Madden slideshow to committee after the meeting for anyone’s further review.
- k. Q: Why Madden? A: Farragut is required to do an RFQ for expenses over \$10,000. Put out request last year for tourism projects for the next 3 years; got responses from all over the US. Sub-committee narrowed to top 5, then top 2. This was the sub-committee recommendation to the BOMA. Madden was willing to step in, take the research done, and move forward with producing a website (vs others who wanted to go backward and do more research). Other destinations who worked with Madden loved their growth-driven strategy.
- l. Q: Plans for area business promotion other than hotels? A: Plan to offer links/options for shopping/restaurants. Can also post specials/events on the website’s calendar. Content photography will be another factor, making people want to visit area dining/shopping (Phase 2 focus).

5. Other Business

- a. Top Golf update? Working on closing on property; should happen soon. Town has received/approved their plans; permits are ready. COVID and restructuring delayed both internal and external communications for the business.
- b. More funds coming to TN through Gov. Lee for COVID. Any for hotels? Per Gov. Lee talk at a TN Municipal League meeting, there is a lot of money coming to counties & municipalities; how/when that money will come is unknown. Food business (grocery) and car sales were strong. They know the problems are with hotels/tourism.
- c. Committee member, Jeannie Stowe, has resigned due to time commitments. Town administration is aware; will be accepting applications for the two open At-Large spots to be approved by BOMA.
- d. Town media assistant, Carissa, has taken another opportunity; her video editing will be missed. May repeat some video content as we work to fill that role again.
- e. Meeting in May will be in person unless rules change. Meeting will be spent largely as a focus group for the Parks & Rec masterplan; essential to Parks & Rec getting grants. This committee is one of four that serves Parks & Rec.

Meeting adjourned 9:30am.