

Meeting Minutes from January 21<sup>st</sup> 2020 T/VAC Committee

- **Minutes approved**
- **Coordinator Report**
  - Digital Marketing Campaign explained
  - Traffic count was completed
    - Used traffic strip located at the entry way of Founders Park
  - Social media growth has continued to be on the rise
- **Water Into Wine Survey was completed**
  - Results
  - Many folks were just “traveling”
  - No hotels, no plans
  - People are stressing out about more housing development
  - Locals would like to see more small businesses and less chains
  - More ethnic foods
  - Traffic flow is a concern
  - Another Study will be completed in March
- **Songwriters Show Case**
  - First event in the new community center
  - First Time alcohol will be provided
  - Tickets on sale at Visit Farragut
  - Advertising is Regional (Along I-40 & I-75)
- **2<sup>nd</sup> Reading of the Hotel Tax**
  - January 23<sup>rd</sup>
  
- **Meeting Concluded**

*Minutes recorded by Ashley Lynch, Secretary*