

1. **Call to Order and Approval of Minutes–Candace Vioxx—at 8:15am.**
 - a. Motion to accept and approve the March meeting minutes. Seconded. Approved.
2. **Tourism Coordinator Report as of Mar. 11, 2021–Karen Tindal**
 - a. **Nov/Dec/Jan/Feb/Mar:** Finally in March '21 we show a positive Occupancy % change from 2020 figures. Seeing things turn around in the hospitality industry. These figures are a month behind. ADR is still below the 2020 level but starting to climb.
 - b. **Longwoods Travel:** Likely drop this for next meeting. Surveyed every 2 weeks. Travelers planning travel in next 6 months is up to 88%. Perception of safety/travel figures are showing increases in traveler confidence. 60% surveyed are willing to travel outside their community.
 - c. **Visit Farragut Dining Guide:** Created summer 2020; received Pivot Award for Excellence and Marketing by Mideastern Tourism Council in May 2021. This is the 2nd award for this tourism program.
 - d. **Visit Farragut Social Media:** Facebook increased 4.9%. Instagram increased 1.5%. Without an assistant these last months, we've only done a couple videos; will now return to that, which increases reach.
 - e. **Paid Advertising:** Spent \$574.91 in last 60 days with a 44K reach. Focus is on "For the Love of Farragut", COVID friendly reminders, and Hops & History.
 - f. **Review of Completed/Ongoing Work grid** (handed out to committee).
 - g. **New Kids in Town:** Lots of construction at Outlet Drive. Held dedication of Major McGill Plaza plus family picnic on May Day.
 - h. Next meeting is July 20th at 8:15am.
3. **Tournament Incentive Discussion & Vote**
 - a. Many communities have incentive/rebate programs to encourage groups to stay in hotels. Committee needs to discuss implementing a similar program, with hope it will go before and be passed by the Board of Mayor and Aldermen. Sue Stuhl will likely put this on their agenda after both committees approve it.
 - b. Monies from rental fees go to the Parks & Rec budget. Hotel taxes in Farragut goes to the Tourism fund, and these rebates would come out of the Tourism fund.
 - c. Application for tournament groups has been changed; now includes Karen reaching out to the group director about staying within the 725 rooms in Farragut hotels (many currently stay at Cedar Bluff area properties). Karen provides them with the hotel contacts/area information; they have to speak to the hotel sales staff to book/confirm.
 - d. Proposed Incentive gives a rebate of \$2.55 per room night which credits back to their field rental fees.
 - i. Small tournaments will not likely get 100% of their rental fee back, but we still want to incentivize them. Money will come from the Tourism fund; at year-end we will even out those accounts to reflect the rebates.
 - ii. Some of the larger soccer or sports groups can use 118 room nights to earn a 100% rebate.
 - iii. Large weddings or similar groups using parks would also qualify, provided they can certify the number of hotel nights used in Farragut hotels.
 - e. Farragut's hotel/motel tax is safe and was not repealed; it is not going through the legislature any more, we just have to do a resolution.
4. **FOCUS GROUP DISCUSSION - Farragut Parks & Rec Master Plan**
 - a. Every 5 years, Parks and Rec must do a Master Plan which includes Tourism, Arts, etc. This committee is the last to do this focus group. No right/wrong answers, just general feedback is needed.
 - b. Next, Sue compiles all the feedback from the committees into a survey for Town staff; this survey will come back to this committee in June. Then, a public survey will go out after school starts in August. Once all responses come back, this becomes a report presented to BOMA in Dec/Jan. Why? This is how the Town secures grants for Parks & Rec.
 - c. Committee Discussion.

5. OTHER BUSINESS

- a. There are 2 potential youth reps for tourism committee; will send apps to the committee, likely in June.
- b. Farragut Volunteer banquet is next month on June 11th. In person.
- c. Lawn Chair Concert Series returns in August.
- d. TopGolf's pad should happen near end of July. Projected 10-mos buildout. Planning 2 mos training/marketing and a July 4, 2022 RC. 300 jobs will be created. Pro Shop within TopGolf will be Calloway. The adjacent hotel will be a Marriott property. No info on the high end restaurant brand. Possible Alamo Brewhouse for low/mid end restaurant.
- e. Food truck commissary into the Ingles spaces? Not a dead idea. Ingles and Fresh Market centers are refusing businesses with perceived competitive products (i.e. packaged chips). Problem with both is extensive buildout needs/costs (if it was already built out, they'd be full already).

Motion to adjourn. Adjourned 10:05am.