

1. Call to Order and Approval of Minutes – Candace Viox – at 7:23pm

- a. Motion to accept and approve the July meeting minutes. Seconded. Approved. One abstention due to absence.

2. Committee & Youth Representative Introductions – Karen Tindal**3. FY 2022 Goals; discussion and vote – ALL**

- a. Achievements to date summary
 - i. Incentives were put in place to motivate groups to stay in Farragut hotels (“Heads in beds”).
 - ii. Committee participated in Parks and Rec’s focus group master plan.
 - iii. Wendy Robinson was the sub-committee lead for the RFO for the new website now in development.
- b. Discussion of Projects to take on for this year:
 - i. “Intercept” Interviews
 1. Interviews of visitors at events: just getting a zip code; quick exchange. Important to tourism to know who is at our events, where they’re from, their experience and perceptions. (I.e. Lawn Chair Series, Light the Park). Committee would volunteer to do these interviews.
 - a. Aug. 21 @ Lawn Chair is the first targeted event to do intercepts for zip codes.
 2. Interviews of visitors at hotel lobbies or retail: this is with an iPad asking a few questions like zip code, how long are you staying, and a perception question.
 - a. Alex on our committee (lodging rep) along with other hotels have been gracious about letting us come in to gather data. They are still decimated staff-wise and appreciate outreach that does not require additional work on their staff’s part.
 - b. Have not yet agreed on dates for football games to do intercepts.
 - c. Water into Wine is planning a new questionnaire for visitors. Feel it would be beneficial to create a more generic survey, one for dining and one for hotels to distribute. Local restaurants only would be the goal to target for these cards; corporate approval for chains would be difficult.
 - d. Chamber of Commerce can help Karen with one-to-one visits to invite restaurants to do a networking; visits will help align them faster; will take time to do these visits.
 - e. Suggestion to do a physical card the youth rep could create and that could be distributed and collected.
 - ii. QR Codes for cards: Not expensive to create a code but there is a cost for the linked survey. Ms. Cho could help here. Link the QR Code to a generic survey could be taken at restaurants and distributed via chamber of commerce contacts and similar.
 1. Darryl uses geofencing service (PlacerAI) which is linked to cellphone data at Pinnacle at Turkey Creek.
 2. Looking at adding QR codes to signs at stops on the new history walk. Looking to add geofencing also.
 - iii. Data: Software to compile intercept data would come out of our tourism budget; likely to use Gray Research out of Southeastern Tourism Society (Karen’s training source). Zip code data is simply Excel data compilation. Not at a point of cost yet for the data we have.
 1. How much data gathered in 2019? Only gathering was original website, few analytics, under 10,000. Could seek a 25% increase in data related to travel/info.
 - iv. Advertising
 1. Visit Farragut has a ½ page ad in the Visit Knoxville guide (per budget); these books go quickly at Water into Wine as there are no televisions. Could work toward raising that budget to 2 pages. Need to ask Visit Knox what that price would be.
 2. FYI: ½ page ad for State Tourism guide was \$10K. Visit Knox ½ page was \$5k. Current budget is \$35K for advertising for entire year (includes social, billboards, etc). Karen has submitted grant requests for 4 billboards for Light the Park 2021/22.

3. Can there be any cost sharing for billboards or other ads with the hotels and Visit Farragut?
Possibly; would need to approach the hotels.
- v. Goody bags for visiting groups: more are requesting them.
- vi. Committee Assistance at events like Freaky Friday and delivery of guides to hotels (can take hours).
- vii. Mobile Visitor Center vehicle: This is used in lieu of a physical visitor's center building; similar to a foodtruck where a window opens and individual staffing it can interact with guests at events, etc.
 1. Can we procure a used vehicle? What is the cost? Would a dealership sponsor one?
- c. GOALS to focus on (Total 6):
 - i. Mobile visitor center
 - ii. Intercept interviews at events
 - iii. Intercept interviews at hotels/restaurants
 - iv. QR code surveys
 - v. 25% increase in visitor data collected
 - vi. Increase in networking relationships with Farragut businesses/restaurants.
 - vii. Motion to approve six goals. Seconded. Approved.

4. Other Business: None.

Meeting adjourned 8:21 p.m.