

Manchester Tourism and Community Development Commission
January 26, 2016

Members Present

Ryan French, Chairman
Joni McReynolds
Stephen Banks
Taylor Rayfield
Barbara Arp

Members absent

Others Present

Terri Hudson
Linda Reynolds
Ellen Fletcher

Ryan called the meeting to order at 5:10pm. A quorum was present.

Ryan made a motion to approve the November minutes. Taylor second. Motion was approved.

Chamber Report - Terri presented a *Guest Vacation Guide*. Ryan will follow up on it. Terri showed a *Manchester Magazine* that the Chamber created. Ryan submitted an article for Tourism in the guide. The Magazine is geared to getting people to move to the area. It has feature stories. The second publication is scheduled for mid year. The Gala has now been rescheduled to Thursday, February 11, 2016.

Old Business

Mural Program - Ryan has talked to Brian D. He will be coming from Nashville to talk about the Mural Program. The murals will either be historically related about Manchester or something relevant to the city.

Chamber of Commerce Membership Partnership - The Chamber is ready to move forward with the scholarship rather than a sponsorship for their membership. Ryan thinks \$3060 is a good start. It will bring the new member into the fold and get them involved into the community. Ryan is ready to formulate this so we can start it. Underwrite the membership for one year for the company that we choose. The cost will cover 15-16 companies.

Ryan wants to make the scholarship available for Hospitality related businesses - hotel/motel, small business, restaurants, non profit organizations. It could be offered to first time members or to former members if they have not been a member within the past year. Joni recommended that we target the newer businesses, however Terri said the newer business already belong to the chamber. The target is members that dropped off over a year ago. Ryan made a motion to amendment to the Memorandum of Understanding with the Manchester Chamber of Commerce in the amount of \$3060 to support the scholarships. Stephen seconded the motion. Motion carried.

New Business

U.S.Travel Association - Eric Falls sent an email to Terri on the advertising Tourism. Talyor recommended we table this. We will discuss this again in the next quarter.

Bills - Tourism received an invoice from the Manchester Chamber of Commerce for a breakfast for Heifner. Tourism has already written a check to cover the Tourism Commission Members that attended. Joni expressed that Tourism should not pay for Heifner since she works at the Conference Center. Tourism asked Terri (Manchester of Commerce) to write that off.

Manchester Coffee County Conference Commissioner Breakfast - Discussion was held on paying the bill that had been received at the rate of \$17.00 person for 20 people. Barbara made a motion to pay \$10 per person that attended the Hospitality Breakfast for a total of \$200. Joni second, motion carried.

Tourism received invoices for gifts that were given to the Tourism Commissioner and the other presenters. Ryan moved to pay the bill of \$36.36. Stephen seconded. Motion carried.

WMSR Radio Ad - Taylor recorded a greeting that thanked the community for shopping locality during the Holiday season. Ryan moved to pay the \$150.00 for the WMSR ad, Barbara seconded, motion carried.

Billboard - Ryan requested that \$325 be paid toward the bill and he will check on the other participants.

2016 TN Vacation Guide - Tabled for the next meeting.

Brackets for the poles - Ryan will ask Joy to get more information and prices on the brackets.

Refurbished Pole decorations - Ryan said that Winchester created a co-op program to purchase the LED Christmas lights. The businesses helped pay for decorations. If the business purchased on, it would go in front of their business. Ryan is going to email Winchester to get the details on their program.

Sponsorship level for the Chamber of Commerce Gala. Ryan moved that Tourism make a \$1500 Platinum sponsorship for the Gala. Taylor second, motion carried. Terri ok'ed Tourism presenting an award at the Gala. Tourism will give the "Manchester Tourism and Community Development Commission Award". Tourism will choose the business. In the discussion Joni said that the Person/Business should be a member of the Chamber of Commerce. Taylor made a motion to nominate Jiffy Burger for the Tourism Award. Joni seconded. Motion carried. The inscription will be "The Manchester Tourism and Community Development Award - 2015".

Minutes from the Hospitality Round Table - they formalized the appointments and they are meeting this Wednesday at 9:00am. After the Chamber Coffee they will have the round table meeting. Focus is on Hospitality communication.

Basketball tournaments - Ryan has line up tournaments consisting of 70 - 80 teams. There are five tournaments that are currently scheduled. Joni moved that we pay up to \$3000 for the rental of the basketball courts for the tournament. Ryan seconded, motion carried.

Eat, Shop, Stay Manchester Trifold - Ryan wants the Chamber to administer this program which is a six page trifold. The trifold will have a "Welcome to Manchester", and discount coupons for visitors to use. Tourism will pay for them and recommend that Anthony from the Conference design it. Ryan wants to bulk order these for a year. Chamber is going to administer these and ask the businesses to participate by placing their discount coupons in the trifold. Stephen will get two bids on the trifold, full color and the funding is up to \$2000.00. Joni made a motion to spend up to \$2000 for printing of the Eat, Shop, Stay brochure. Ryan seconded, motion carried.

Events committee, Ryan asked Ellen Fletcher to serve on the Events Committee which currently has two branches (Policy and Recruiting). Eventually it morphs into a Sports and Events Authority. By the next Tourism meeting Ryan will call and Events Committee meeting circa 4:15pm.

Ryan passed out the Geo Trails data. Over 12,000 visited our sites.

Ryan talked to someone regarding CloseBy. \$995 per year for one number, for a direct text message service to people that sign up. Ryan suggested Tourism could share it with the (partnership) Events Committee, Chamber, the City, County and the Roundtable. It allows us to send unlimited text messages out to people to inform/remind them about various events in the area. Ryan will invite her to the next meeting to present this.

Lapel Pins - Ryan made a motion to purchase more lapel pins, not to exceed \$1000. Barbara second. Motion carried.

Next meeting - 5:00pm on March 28, 2016.

Meeting adjourned.