

Manchester Tourism and Community Development Commission
February 22, 2016

Members Present

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

Members absent

Others Present

Terri Hudson
Terry Dendy
Mark Allen

Other visitors: Linda Reynolds, Chloe Leet, Anthony Morris

Ryan called the meeting to order at 5:00pm. A quorum was present.

Ryan made a motion to approve the January 2016 minutes. Barbara second. Motion was approved.

Hotel Audit - Mark Allen talked about the cost of the hotel audit. He said it would cost about \$1,000 per hotel for a cost of circa \$17,000. The hotels usually run into a 4% - 5% non-compliance. The Auditors would do a full compliance audit and the city would get a letter regarding the findings. Bridget would have to request the audit. The hardest part of doing the audits is the Hotel Managers. Some of the problems are the under reporting of revenue, and giving exemptions where exemptions are not warranted. Examinations take about 4 hours of the Managers time and 10-15 hours to be completed by the auditor. Hardest part is getting the materials. Mark will have a summary to say how much revenue is generated. They go back 3 years for the report. Ryan recommends that Tourism pay half of the this fiscal year and the other half next fiscal year and the city give us the additional revenue that is collected to go toward the reimbursement.

Mr. Allen presented 3 options:

- 1) \$19K compliance report,
- 2) Work by the hour,

3) Conduct the audit for 50% of the revenue it generates.

If an RFP is conducted, we need to compare apples to apples. Once the audit is done, there should be a spot audit every so many years.

Ryan moved Tourism will request that the city of Manchester request a full compliance examination (3 years) for the occupancy tax in the city of Manchester. Joni second the motion, motion carried.

Ryan made a motion that Tourism will pay for the occupancy tax audit over the course of FY15 - 16 and FY 16-17. Tourism requests that any findings of this audit, first be applied toward the reimbursement of the fee. Barbara second, motion carried.

Old Business

Mural Program - No update. Ryan has asked Brian Deese to come in and brief Tourism.

Chamber of Commerce Membership Partnership - Terri reported that the program is moving forward with interest. Fiddlesticks, Mercantile, Sportsman Corner have signed on said yes.

Chamber Report - regarding the contact with the restaurants, contact with the restaurants have been made, but the response is not good.

Eat, Shop, Stay - Terri wants to develop an email database where she can explain the brochure. They were able to obtain eight email addresses out of the 20+ restaurants that Manchester has. Allison mentioned the idea of Manchester Menu to list the restaurants in town. We had approved in the prior meeting \$1500 for the brochure. Stephen received a quote from 3 vendors:

Totalgraphics:	10K - \$934.50
	15K - \$1242.50
Office Max:	5K - \$2000.0

2K - \$1800.00

McMurr's 10K - .12 a piece (\$1,200)
 15K - .11 a piece (\$1,650)

Stephen recommended we use Totalgraphics.

Stephen made a motion that we pay the outstanding bill of \$5059 for the 1/3 page in the TN Vacation Guide. Joni second. Motion carried. Discussion was held on whether we want to continue our relationship with this guide.

Closeby Text messaging - defer to the next meeting

Brackets for the poles - defer to the next meeting

New Business

Fantasy Radio Ad - Barbara made a motion to approve paying the bill for the shopping local ad on Fantasy Radio. Stephen seconded, motion carried.

Busy Bee - Stephen suggested we concentrate on moving forward to new forms of communication. Tabled.

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

Meeting adjourned.