

Manchester Tourism and Community Development Commission
Meeting Minutes
February 13, 2023

Members Present-Lori West, Lori Perry, Erin Kehely, Joey Hobbs, & Joseph Sherrill, Lori Watson

Members Absent-

Others Present-Mayor Marilyn Howard, Sage Keele, Lisa Myers, Katy Riddle, AJ Fox, Becky Forkel, Dominick Gialdini, Ryan French, Donny Parsley & John Coffelt

Lori Perry called the meeting to order at 6:05pm. There was a quorum present.

Lori Perry wanted to thank everybody for attending the meeting. Lori stated as a reminder that this was a committee of community volunteers and that we had a lot to cover in this particular meeting with a learning curve as a full board of new members and that we would be respectful of everyone's time to try to keep the meeting and future meetings to an hour if possible.

Lori Watson made her introduction, as she is the newest member of the committee and this was her first meeting.

Erin Kehely made a motion to approve the January minutes, Joseph Sherrill seconded, motion carried.

Manchester Chamber of Commerce-Katy Riddle present the committee with two magazines for the committee to see. The magazines were the 2023 More Manchester and was a brand-new magazine put out by the Manchester Chamber of Commerce and the 2022 Manchester Visitor Guide. Katy stated that she would be having a meeting on Thursday, February 16th to start putting together the 2023 Manchester Visitor guide and if we looked over them and had anything we would like to add that we should email her by her meeting date. Lori Perry asked when they would be ready and Katy stated they would be going to the visitor centers before June.

Katy had given the committee an printed email from the State of Tennessee that she had received for a possible Co-Op Grant for the committee to look over and that if we had any questions she would be happy to answer them.

Katy also updated the committee that she had received the reimbursement from the TNTD Marketing Grant and had turned it in.

Manchester Parks & Recreation Department-AJ Fox stated that spring sports were underway. He had recently booked 4 AAU tournaments and provided the dates for the weekends to begin in March and April. He was waiting to hear back about other possible booking. He was also starting to receive questions on the summer sports specifically regarding the ball fields and that the Recreation Department would wait until the local leagues were booked before answering.

Lori Perry asked AJ if he had any updates on the other ice skating rink prices. He stated that Colt Pittman had been emailing to try to get the quotes back as soon as possible.

South Central Tennessee Tourism Association-Becky Forkel presented the committee with the brochure from the last meeting to show the committee what exactly we would receive if we moved forward. Included would be an advertisement for Manchester with a QR code on the back of the Lynchburg Visitor Map. The City of Columbia, TN had already purchased a panel as well. Lori West stated that we should look into a similar brochure for Manchester to have on hand at the Chamber of Commerce and possibly around town. Lori Perry stated she had spoken to SCCTA about that possibly also.

Lori Perry made the motion to purchase the back panel for \$2500.00. Joey seconded; motion carried.

Becky also presented data from the January 2023 social media report regarding the visitmanchestertn.com web link. Included were FB likes +26, FB followers +84, Instagram +10 and Total Page Reach & Impressions +7000%. Becky stated that the committee pays \$600.00 for the link to be maintained would they interested in an expanded website at the cost of

\$3600 with a \$600 credit, to be able to add more content and to be able to add events also with training included. Lori West stated that she would like to see more content and for the committee to be able to add events in the community. Lori West also stated that she would like to see this link be included on the City of Manchester website for visitors to find information on our restaurants, shopping, etc.....she gave an example of the City of Winchester. Winchester city website also had a link for their tourism included and very user friendly, Lori West stated. Sage Keele stated we would have to speak to Tennie Smotherman who was over the IT Department to see if the link could be included and her IT committee meetings were held on the 3rd Monday of each month. Lori Perry stated that the committee would need to send a committee member to the IT meetings.

Lori Perry made the motion to elect Joey Hobbs to IT meeting, Joseph Sherrill seconded; motion carried.

Lori Perry made the motion to purchase extended website, Lori West seconded; motion carried.

New Business-Guest, Finance Director, Lisa Myers was invited to attend the meeting to answer any questions the committee may have regarding planning for the upcoming 2023-2024 budget. Lori West presented the committee with copies of current 2022-2023 budget along with balances of each line item for future planning for the remainder of the fiscal year. Lori West also presented the proposed budget. Lisa was able to look over the current and proposed budgets and stated that the MTCD has a healthy fund. Lisa gave the committee a recommendation on where the budget should remain for the upcoming budget to be presented to the Finance Committee and BOMA. After much discussion on planning and budget, including proper procedures for funding any future large community projects, Lisa was able to answer all questions. Lisa also presented Lori West with the 2023-2024 Budget Calendar Dates for submission.

Lori Perry made the motion to approve proposed 2023-2024 budget, Lori West seconded; motion carried.

Lori West spoke with the committee regarding the Manchester Parks and Recreation digital sign. She had noticed the sign wasn't working properly and had asked another employee about it. AJ Fox stated that to be true,

that the sign was in need of a new chip. Lori West stated she would like to see if the committee would be willing to fund the repair since the committee was the acting fund of some of the events in collaboration with Manchester Parks and Recreation and was wanting to make sure that all of the events were able to be advertised properly. AJ stated since this was a very recent malfunction he had already been in contact with the original company who placed the digital sign and they had already given him a quote of \$1950.00. Lori Perry stated that was a reasonable price and AJ should present the committee with two more quotes for the next meeting.

Lori Perry made the motion to fund the repair of the digital sign, Lori West seconded; motion carried.

Guest Quest Advertising was denied at this time. Lori West stated she and Lori Perry had received the email from Katy Riddle forwarded from Guest Quest. Lori West stated she had spoken to Guest Quest representative that was located in Ohio and was given the dates of deadlines to submit content. The committee did not have enough time to submit at this time but there would be another submission deadline closer to June and we could bring it back to the agenda if need be.

Lori Perry made the motion to deny Guest Quest advertisement, Lori West seconded; motion carried.

AAU Tournaments-Lori West presented the committee with the Manchester Parks and Recreation Fees and Charges document, documenting that MTCD Committee funds the time of the gym for AAU booked tournaments at \$650.00 a weekend. Lori West stated that this was something that had been done for awhile to bring in revenue for the community and the process of payment would happen after all booked tournaments are completed.

Lori Perry made the motion to continue funding of AAU, Joseph Sherrill seconded; motion carried.

Discovery Map-Lori West stated that he had received an email from Lane Curlee stating he would be out of town and unable to attend the meeting. Lori Perry stated that she was opposed to funding the map, due to being happy with the new direction of advertisements recently purchased. Lori West stated she was also opposed because she had seen a lot of older

Discovery Maps just lying around unused. Erin Kehely stated she was also happy with the new direction of advertisements the committee recently purchased. Joey Hobbs stated the Discovery Map was quite expensive compared to others. Lori Perry asked Lori West if she would handle contacting Lane Curlee to let him know of the committee's decision, Lori West accepted.

Lori Perry made the motion to oppose purchase of Discovery Map, Erin Kehely seconded; motion carried.

Manchester Chamber of Commerce MOU Quarterly-Lori West stated the MOU Quarterly payment was due and that she would be processing that payment tomorrow.

Lori Perry made the motion to adjourn, Erin Kehely seconded; motion carried.

Meeting adjourned 7:30pm.